7/8/80 C 2710-1 U

Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $40 a Year | The International Newspaper of Marketing • In Two Sections. Section 1. | July 7, 1980

U.S. Olympic hockey coach Herb Brooks is one of three celebrities urging youths to register for the draft. Agency is Media Reactions, Reston, Va.

Draft to advertise

Public service ads being shipped this week

WASHINGTON—The 4,000,000 young American men targeted for draft registration this month get "straight talk" from the Selective Service System in a series of broadcast and print ads being rushed into distribution.

Singer Lou Rawls, U.S. Olympic hockey coach Herb Brooks and actor Ken Michaelman of CBS' "White Shadow" series serve as spokesmen in Selective Service System messages to be shipped this week to newspapers and tv and radio stations for public service use.

The copy message is the same that Carter administration officials have been emphasizing here in recent briefings: That there is no active military draft, that registration now is merely a safeguard against an unforeseen national emergency.

A print ad headline sets the tone: "Selective Service registration. Lou Rawls gives it to you straight."

The theme line used in most of the campaign, which will rely on donated public service time and space, is: "Not just because it's the law. But because it's the right thing to do."

Selective Service System public relations people have been working against tight deadlines, mainly because the actual dates for the registration drive—July 22 through Aug. 2—became official only recently. The last spot in the campaign, featuring Mr. Rawls and shot on stage in Atlantic City, N.J., was filmed less than two weeks ago.

Print ads and tv storyboards were still at the printers late last week, Selective Service officials said. They hope the media will begin using them July 14.

The campaign includes five 30-second and five 10-second spots for tv, plus print and radio ads. Selective Service System officials said the $200,000 assignment went to Media Reactions in the Washington suburb of Reston, Va. The shop's was one of three "unsolicited" proposals presented to Selective Service by companies interested in the project. #

Heat stalls energy-saving drive

DALLAS—Normally, the Dallas Power & Light would be on the air now with a campaign urging its customers to conserve energy, to keep thermostats up and air conditioners down.

But after a rash of sweltering days of 105-plus degrees, nothing is normal in Dallas—and the DP&L last week was encouraging its customers to run their air conditioners and to keep their homes cool.

■ The reason is the blistering Dallas heat is a serious health hazard, and elderly people on fixed incomes are often sweating it out—and suffering strokes—rather than sinking their funds into utility bills.

To ease the pain of high energy bills, DP&L has come up with an installment plan, "which it had to get out quickly," noted Steve Solomon, vp-corporate secretary of KCBN, DP&L's agency. "We are saying 'Go ahead and use your air conditioner, don't worry about paying, and we'll do installments'." The programs are being handled on an individual basis for those hard pressed to pay.

At the major Dallas ad agencies, meanwhile, people were working full days and the agencies are open regular hours, if not more. "They're trying to keep us till 8 p.m. so we don't have to fight the heat going home," one agency worker said. #

Citicorp's card may be 1st step to bank network

By JOSH LEVINE

NEW YORK—Citicorp is enlisting small, independent banks in a program that will produce a national consumer transaction card and lay the groundwork for a nationwide banking network after its INCA card appears in test market this September.

But while INCA binds its member banks together through reciprocal transactions at each others' automated teller machines, observers suspect that Citicorp is waiting for the day when banking regulations allow it to step forward as chief of the INCA tribe.

That ambition, long dreamed of in the corporate wigwam, remains as remote as Peru, and the program's initial goals should occupy Citicorp's marketing energies for some time. For a start, INCA will give small banks—most of the target customers have less than $100,000,000 in assets—an automated teller capability they could not previously afford.

■ When enough banks start licensing the INCA data processing Citicorp is selling, the small local bank gains not only automation, but many of the benefits of another branch its depositors can tap by inserting one bank's INCA card in another bank's INCA teller.

And when INCA spreads from one state to another across the spectrum of 13,000 independent banks (those not owned by bank holding companies) Citicorp is addressing, the outline of a nationwide banking network starts to take shape.

INCA has a second identity, however. The card, originally only a key to a network of separate auto-

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'Reader's Digest' promotion draws $1.75 million fine

By RICHARD L. GORDON

WILMINGTON, DEL.—A federal judge here last week hit the Reader's Digest Assn. with a $1,750,000 fine, believed to be the biggest cash penalty ever to flow from a Federal Trade Commission deceptive advertising case.

Chief Judge James Latchum of the U.S. district court also made public normally closely guarded information about Reader's Digest Assn. sales, profits and assets. The privately owned association, which publishes the *Reader's Digest*, does not disclose such information.

The court fine penalizes RDA for violating a 1971 FTC consent order which barred the association from using simulated checks, currency or any other "confusingly simulated item of value" in its promotional mailings for the *Digest*.

The Justice Department, acting at FTC's request, filed federal court charges in 1975 (AA, July 21, '75), accusing RD of violating the order in 1973 and 1974 mailings that featured "Travel Checks" and "Cash Convertible Bonds." In 1978, Judge Latchum ruled that RD had violated the order (AA, Dec. 18, '78), but no fine was set until last week.

Reader's Digest Assn. immediately said it will appeal the judge's ruling.

The previously undisclosed RDA financial information was included in the opinion as part of the judge's justification for the size of the penalty. The judge said information RDA supplied showed that association had "mean gross revenues" from all sources exceeding $475,000,000 for the calendar years 1976, 1977 and 1978.

After-tax mean net profits for calendar years 1976, 1977 and 1978 exceeded $37,000,000, he wrote. Total RDA assets as of Dec. 31, 1978, amounted to "more than $325,000,000," and retained earnings exceeded $70,000,000, he disclosed.

"There seems little doubt that *Reader's Digest* is able to pay a substantial civil penalty," he wrote. "After all, *Reader's Digest* was willing to put more than $1,400,000 at risk on postage alone to distribute the violative material."

Government attorneys had pressed for the $1,750,000 fine as a "minimum," noting that *RD* had mailed nearly 14,000,000 Travel Checks and 4,000,000 Cash Convertible Bonds.

Reader's Digest Assn., in a statement, strongly disagreed with the judge's decision, noting that the judge himself said the FTC order at issue is "not a model of clarity." "The mailings, both discontinued over five years ago, were sent to many millions of Americans and, as the government agreed, not one person complained to either the FTC or the *Digest* that he or she had been misled or confused. The *Digest* believes that the decision and the civil penalty are entirely inappropriate and intends to appeal," RDA said.

RDA argued that government demands for the $1,750,000 fine were excessive because the company acted in good faith and stopped the Travel Check promotion when FTC warned that it appeared to violate the order.

But the judge wrote that *RD* waited two months after hearing

(Continued on Page 8)

last minute news

Levi Strauss plans first holiday gift campaign

SAN FRANCISCO—Levi Strauss & Co. is planning its first major push into the Christmas gift market with a $6,000,000 to $8,000,000 animated prime time tv campaign featuring a futuristic Santa coming out of a space ship laden with Levi's products. Drive via FCB/Honig starts Dec. 1.

ASR to debut Shower Shaver for women in Oct.

VERONA, VA.—American Safety Razor Co. will introduce nationally a new women's twin-blade disposable razor called Shower Shaver in October. The razor, which comes three to a pack, features push-button cleaning and is designed so that part of the package becomes a wall holder for the razor. Introductory spending is put at $3,000,000. The company declined to comment on the product. Warren, Muller, Dolobowsky, New York, handles.

Beatrice may take Brookside wines national

GUASTI, CAL.—Beatrice Foods' Brookside Vineyard Co. has started supermarket distribution of Brookside Cellar jug wines, previously limi-

(Continued on Page 8)

AA MAR81
DC2001ACONGL IHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

2 3

BEST AVAILABLE COPY

MNI Video Net

3M unit will rep cable tv

By MAURINE CHRISTOPHER

NEW YORK—MNI Video Networks has entered the cable representation business with the nucleus of what it hopes will soon be at least 500,000 metropolitan New York-New Jersey catv subscribers packaged from various systems to sell as a group to advertisers (AA, June 23).

To the previously signed Manhattan Cable, with its 110,000 homes, the 3M Co.-owned unit has added UA-Columbia for about 100,000 subscribers in northern New Jersey and Westchester County and Long Island, N.Y.

▪ Talks are said to be going on currently with Teleprompter, which services uptown Manhattan; Viacom, for Suffolk County, and Charles Dolan for his Cablevision systems.

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Dancers celebrate a successful audition with an A&W root beer in new campaign from the United Brands unit.

A&W is 'smooth & easy' this time

By NANCY GIGES

NEW YORK—A&W Beverages has scrapped the "A&W and you" campaign introduced last fall and adopted another theme, "Nothing's so smooth and easy as A&W."

The United Brands' subsidiary, marketer of the country's only national root beer and the No. 1 brand in that flavor segment, is said to have issued an ultimatum to its agency, Humphrey Browning MacDougall, Boston, after last fall's effort was viewed as an abysmal failure.

Officially, A&W director of marketing services, Paul St. Germain, said that the company wanted a more competitive campaign. He noted that the market has changed dramatically since last fall, and the company wanted its advertising to be more product-oriented.

Other sources say United Brands' management was so appalled at the earlier effort that A&W brought back its outdated "frosty mug taste" advertising until the new material is ready.

▪ Sources also say the last campaign failed primarily due to poor production. A&W chose to shoot the commercials in Spain for economy reasons, but the poor quality turned out not to be worth the money saved.

Earlier, there were reports that Humphrey Browning's reason for opening a New York office was to save the $10,000,000 A&W account. Mr. St. Germain said he has been very happy with the agency, and that account service was still based in Boston. It is his understanding that the agency opened an office here to obtain more business outside Boston, he said.

The new advertising aims to take advantage of a prevailing psychological climate that the most satisfying accomplishments are those that require extra effort. It positions A&W root beer as part of a deserved reward for a job well done.

One commercial shows the hard time two high school students have in meeting one another. A second shows the difficulty a teen ager and his younger brother have in flying a kite. A third could be the scene from Broadway's "A Chorus Line" as young dancers are selected to appear in a musical. In addition to tv, radio commercials carry the same music and theme.

At the agency, Doug Houston was the creative director and Mary

(Continued on Page 73)

Few Americans at Cannes fete, few awards

CANNES—The mystery of the International Ad Film Festival, officially named Screen Advertising World Assn. (SAWA), in Cannes last week was why there were 155 American entries (up from 118 last year) and only 21 Americans to cheer them on.

But as the judging turned out, perhaps it was best. Less egg on the face, as they say, because the jury, after sitting through 42 mind-bending kilometers of film in 25 hours and 20 minutes of projection time, refused to hand out the Grand Prix award owing to the "appallingly low standard of entries."

"Worst year ever," said Barry Day of McCann & Co., London, chairman of the 18-person jury. "Technical excellence is no substitute for lack of originality," snapped another judge.

But for those Americans among the throng of 2,700 delegates—482 Italians, 432 British, 129 Finnish, 87 Japanese, 16 Yugoslavs and so on—there was something to cheer about. Of only 10 Lions d'Or awards distributed, all for tv, the U.S. garnered five: Ogilvy & Mather, two for Blitz-Weinhard beer and Henry Weinhard Private Reserve; McCann-Erickson for Coca-Cola; Rick Levine Productions for BBDO client Pepsi-Cola, and The Director's Studio for Doyle Dane Bernbach's Polaroid account.

Other winners were Whitaker Advertising in New Zealand for BASF cassette tapes, Boase Massimi Pollitt Univas, London, for Hellman's mayonnaise and Collett Dickenson Pearce for Barclaycard, Colman and Partners, U.K. for Citroen cars and The Campaign Palace in Australia for Purina Cat Chow. Palme d'Or's this year went to two U.K. shops: The Garrett Group for cinema and Brooks Fulford Cramer Seresin for tv (with runner-up Rick Levine Productions of the U.S.).

Not even the weather was accommodating. While the guests were savagely beaten by the Provencal wind called *mistral*, which bowled over beach umbrellas and cut temperatures to 60 degrees, the organizers and jurors took pot shots at one another. It even became public as SAWA president Jean Mineur accused Barry Day of severity. Some jurors were more kind in attributing the poor showing to low standards forced by the economic recession, but the large number of 60-second winners with lush location sets belies this excuse.

For the first time an opinion survey outside the festival screen hall showed Japan winning hands down as everyone's choice for the most creative work in the festival. This was a new development. Otherwise, the American films were described as "disappointing," the British films as "technically great but without imagination" and the French, "entertaining but insufficiently hard sell." And as with

(Continued on Page 74)

Story by Carolyn Pfaff, AA's Paris correspondent, with contributions from Roger Collis, AA special assignment writer, Antibes.

highlights

Monday, July 7, 1980

Grey Advertising has been recruited by the Pentagon to handle the Defense Department joint service account. *See Page 4.*

Congress has set up machinery to convince the foreign tourist to visit America. *See Page 4.*

A new capital for American advertising "should" be built in Los Angeles, John F. Bergin, vice-chairman of SSC&B told the advertising club there. *See Page 6.*

Miss Universe will be seen in the U.S. on CBS-TV in July and in 50 other countries via satellite connections by Viacom Enterprises. *See Page 10.*

James Hoge, the *Chicago Sun Times'* new publisher, promises a series of "evolutionary" modifications. *See Page 12.*

Burger King Corp. speeds up U.K. expansion of its fast-food chain via a franchise deal with a British leisure company. *See Page 18.*

New York Marathon plans to be even bigger in its second run, with a 60-station tv lineup. *See Page 20.*

Mike Douglas believes he's on his way to 150 markets by next fall with his new talk show. *See Page 23.*

Taft Broadcasting creates a movie production/distribution company with hopes of entering "the big leagues." *See Page 28.*

Dancer Fitzgerald Sample is on a hot streak. *See Page 38.*

Thomas D. Murray offers some suggestions on aiding the search for ad ideas. *See Page 43.*

Hooper White reviews the Assn. of Independent Commercial Producers (AICP) form, explaining how it works and what it means. *See Page 50.*

Louis J. Haugh takes a look at restaurant promotion events and the trend emerging in that area. *See Page 52.*

TV Asahi has decided to televise the Moscow Olympic Games at any cost, though the station will face a real struggle to line up advertisers. *See Page 56.*

The chic before-dinner drink in Paris these days is not champagne and orange juice nor Perrier on the rocks, but a shot of good old Scotch whisky. *See Page 56.*

Taking industry by surprise, Indira Gandhi's new Congress government announced many tax concessions aimed at stimulating industrial production, creating employment and moving out of an economic condition described as stagflation. *See Page 58.*

According to the *Sunday Times,* "An end to the advertising spending boom is in sight in England—confirming ad industry fears that a 'disastrous slump' awaits them." *See Page 59.*

British Airways launches the latest round in the airlines' battle over the London-Hong Kong route. *See Page 63.*

Topps Chewing Gum Inc. marketers of baseball cards and Bazooka bubble gum, has lost a five-year-old antitrust suit. *See Page 74.*

Conflicting views expressed about package goods marketing techniques being applied in the cosmetics market. *See Page 76.*

Savings & loans are investing in a new promotional tool: A service that sets up lending libraries of popular novels for patrons. *See Page 78.*

Section 2

This week, the newspaper ad expenditures of selected national brands have been compiled in a tabular listing for the nation's 10 largest markets. Section 2 presents this data annually to give advertisers an easy market-by-market reference to how much the competition is spending. The figures start opposite Page 40.

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Vol. 51, No. 29—Advertising Age (ISSN-001-8899) is published weekly, except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, IL 60611. Second class postage paid at Chicago and additional mailing offices.

Postal rate jumps hit Red Tag

WASHINGTON—There were jolts for second and third class mailers in decisions by the U.S. Postal Service and the House post office committee last week.

Daily and weekly news publications were hit by a Postal Service decision to make its Red Tag expedited delivery service a new, higher-cost second class mail category. Publications that qualify now get Red Tag service for no extra cost over regular second class charges.

At the same time, the Postal Service board of governors cut rates for publishers who don't use Red Tag service.

In the House, saving Saturday mail deliveries was the prime objective of the post office committee. To do it, the committee last week fashioned a package of subsidy cuts that should leave Saturday deliveries intact next year while slashing $100,000,000 from subsidies earmarked for third class nonprofit mailers.

▪ The Red Tag decision, if it goes into effect, means postage rates for users of the service will increase

(Continued on Page 74)

Advertising Age / Section 2

JULY 7, 1980

NEWSPAPER AD SPENDING

Brand expenditures for 1980

ADVERTISING AGE presents here a sampling of newspaper brand expenditures in 10 top markets determined by population ranking. The categories selected to give a general view of newspaper spending by major marketers include Alcoholic Beverages; Coffee; Soft Drinks; Ranges, Stoves & Dishwashers; Insurance—Life, Health & Medical; Cigarets; Transportation—Airlines, Domestic; Wearing Apparel; Gasoline & Oil Companies and Passenger Cars—New. Reporting of brand expenditures for individual markets is a concept originated by ADVERTISING AGE, which commissioned Media Records to develop the figures that appear in this special pull-out section.

BOSTON
(Herald American and Globe)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	—	$ 15,985
Busch	—	111,229
Labatts	$ 2,975	43,709
Lowenbrau	36,770	—
Michelob Light	32,956	—
Molson	5,675	15,381
Munich Oktoberfest	26,355	—
Schlitz	50,721	20,771
Stoi	—	13,554
Tuborg Gold	25,522	—
Wurzburger	19,096	—
TOTAL	200,070	229,608
WINES		
Bracaglia Wine	12,957	—
Garofoli	21,787	—
Julius Wile	9,461	32,543
Taylor	—	15,336
Widmer	—	11,673
TOTAL	44,205	59,752
LIQUORS		
Absolut Vodka	22,058	—
Amaretto Liqueur	17,754	—
Arrow Cordials	29,717	—
B & B Liqueur	14,191	—
Beefeater Gin	9,461	17,141
Bombay Gin	—	12,891
Burbo & Barry	33,077	—
California Brandy Advisory Board	13,622	6,765
Calvert Extra	—	19,493
Canadian Club	40,048	38,446
Canadian Mist	52,501	74,260
Cheers Cocktails	—	31,058
Chivas Regal Scotch	—	34,745
Club Cocktails	—	56,421
Cocktails For Two	78,152	45,593
Cointreau Liqueur	40,448	24,935
DeKuyper Liqueurs	—	15,381
Dewar's White Label Scotch	35,862	37,445
E & J Brandy	17,758	—
Gilbey's Gin	14,714	—
Gordon's Gin	—	15,563
Hennessy Cognac	22,785	12,891
Imperial	33,058	22,280
Inver House Scotch	18,594	24,458
Irish Velvet Liqueur	11,353	—
J & B Scotch	20,657	15,353
Jim Beam	21,271	18,476
Johnnie Walker Red Label Scotch	—	10,676
Julius Wile	17,029	—
King William IV Scotch	34,226	27,984
Leroux Liqueur	—	56,561
Lord Calvert	—	12,082
Malcolm Hereford Cows	—	20,092
Mr. Boston Brandy	32,147	5,682
Mr. Boston Liqueurs	24,481	17,172
Pernod	115	14,589
Regnier Cordials	33,112	53,936
Regnier Liqueur	40,891	—
Rourtes Rum	136,731	—
S. S. Pierce Multi. Prods.	14,960	—
Schenley OFC	44,504	32,174
Seagrams 7 Crown	120,870	19,282
Silverado Vodka	11,293	—
Smirnoff Vodka	15,616	45,899
Southern Comfort	66,763	41,421
Stock Amaretto Liqueur	5,676	12,893
Stock Brandy	67,496	20,288
Stolichnaya Vodka	21,097	19,282
Teacher's Scotch	—	14,267
Vaslove Liqueur	—	11,521
Wild Turkey	28,382	15,819
TOTAL	1,253,136	988,001
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	23,314	2,976
Chock Full O Nuts Ground	2,764	36,897
Folgers Ground	23,360	24,694
General Foods International Instant Coffees	22,036	5,914
Martinson Ground	7,937	19,467
Maxim Freeze Dried Coffee	28,057	9,453
Maxwell House Ground	4,020	18,848
Maxwell House Ground & Instant	39,440	6,035
Maxwell House Instant	15,286	21,083
Mellow Roast Ground & Instant	6,166	11,334
Nescafe Decaffeinated Instant & Instant Coffee	24,796	7,545
Nescafe Instant Decaffeinated	12,154	—
Sanka Coffees	17,374	4,960
Savarin Coffees	—	11,480
Savarin Ground & Instant	2,077	45,192
Sunrise Instant	11,780	20,393
Taster's Choice Decaffeinated & Freeze Dried Coffee	14,336	3,576
Taster's Choice Freeze Dried Coffee	—	11,270
TOTAL	254,871	258,757
SOFT DRINKS—CARBONATED—DIET		
Diet Pepsi	13,386	—
TOTAL	13,386	0
SOFT DRINKS-CARBONATED—NON-DIET		
Canada Dry	41,990	—
Coca-Cola	21,188	465
Coca-Cola Beverages	7,614	28,614
7Up	64,907	—
TOTAL	135,679	29,079
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	48,171	19,544
Caloric Range	—	51,915
GE Dishwasher	14,786	26,876
GE Microwave Oven	24,334	—
GE Range	—	45,624
Kitchen Aid Dishwasher	33,709	15,737
Litton Microwave Oven	—	15,845
Quasar Microwave Oven	—	17,952
TOTAL	121,999	187,493
INSURANCE		
LIFE, HEALTH & MEDICAL		
Banker's Multiple Line Insurance Co.	—	14,005
Bay State Health Care	18,322	—
Blue Cross of Mass. Inc. & Blue Shield of Mass.	21,382	7,088
Catholic Assn. of Foresters Insurance	13,352	13,193
Colonial Penn Life Insurance Co.	43,251	22,015
John Hancock Mutual Life Insurance Co.	23,660	12,694
Liberty Mutual Insurance Co.	11,545	12,758
Life Insurance Assn. of Mass.	94,763	56,542
Life of America Insurance Corp. of Boston	54,427	41,702
Mutual of Omaha Insurance Co.	18,013	9,975
National Home Life Assurance Co.	33,735	48,262
New York Life Insurance Co.	29,292	25,296
Physicians Mutual Insurance Co.	3,684	11,981
TOTAL	357,436	274,512
TOBACCO		
CIGARETS		
Arctic Lights Menthol	63,532	—
Arctic Lights Menthol & 100s Menthol	98,276	—
Arctic Light 100s Menthol	18,618	—
Belair King Menthol & 100s Menthol	29,029	49,368
Benson & Hedges Light 100s & Light 100s Menthol	71,817	194,216
Benson & Hedges Multi. Cigarets	—	18,717
Benson & Hedges 100s & 100s Menthol	38,779	9,741
Camel Lights	41,285	329,448
Camel Lights & Light 100s	184,671	—
Carlton	454,153	186,160
Carlton & Menthol	—	86,232
Carlton & 100s	40,883	—
Carlton Menthol	—	10,233
Carlton 100s	—	29,032
Carlton 100s & 100s Menthol	14,918	9,092
Decade & Menthol	—	186,736
Doral II & Menthol	245,794	—
Fact King & King Menthol	—	32,564
Kent Golden Lights	90,153	91,248
Kent Golden Lights & Golden Lights Menthol	186,697	116,879
Kent Golden Lights Multi. Cigarets	20,519	58,327
Kent Golden Light 100s & Golden Light 100s Menthol	131,287	73,079
Kent III	212,987	—
Kent III & 100s	15,513	—
Kent III 100s	117,074	—
Kent King	—	50,608
Kent King & 100s	30,038	116,559
Kent 100s	—	15,956
Kool King Menthol & 100s Menthol	—	65,510
Kool Milds Menthol & Mild 100s Menthol	10,200	—
Kool Multi. Cigarets	33,318	8,975
Kool Super Lights King Menthol & Super Light 100s Menthol	8,010	78,974
Kool Super Light 100s Menthol	23,030	18,717
L&M Lights & Light 100s	30,242	129,610

PETER DAWSON SCOTCH
A MOST AFFORDABLE LEGEND
Peter Dawson Scotch. Like the Loch Ness monster, it's a Scottish legend that's revered, but often misunderstood.
And so, many have gotten the impression Peter Dawson is prohibitively priced. But we never equated outstanding quality with outlandish price.
So, don't be misled by legend.
Enjoy Peter Dawson for what it really is: the finest and most affordable Scotch Whisky you can buy. Still 86 Proof.
DAWSON

Schenley Distillers Co.: Shaller Rubin Associates, New York.

Boston (cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
L&M Light 100s	75,537	149,027
Lark Lights & Light 100s	106,161	210,539
Marlboro Lights & Light 100s	296,184	184,478
Marlboro Light 100s	—	103,649
Marlboro Multi. Cigarets	92,366	148,614
Merit	72,296	110,851
Merit & Menthol	516,009	335,847
Merit & 100s	10,260	—
Merit Menthol	52,905	53,196
Merit 100s	—	34,053
Merit 100s & 100s Menthol	62,274	15,336
More 120s & 120s Menthol	122,517	112,302
Newport King Menthol	85,606	30,557
Newport Lights King Menthol	29,427	54,513
Newport Multi. Cigarets	14,714	18,034
Now	—	92,577
Old Gold Lights	130,116	48,345
Pall Mall Extra Light	—	19,886
Pall Mall Extra Mild	—	12,050
Pall Mall Light 100s	18,772	18,589
Parliament	—	229,784
Parliament Lights	86,757	—
Parliament Lights & Light 100s	81,386	—
Parliament Light 100s	13,198	—
Raleigh Lights	—	40,392
Real & Menthol	—	121,661
Salem Lights Menthol & Lights 100 Menthol	249,518	163,583
Salem Menthol	66,810	27,693
Salem Menthol & 100s Menthol	—	98,456
Salem 100s Menthol	50,541	—
Tareyton Lights	1,245	33,538
Tareyton Lights & Light 100s	72,382	119,276
Tareyton Light 100s	575	26,759
Triumph & Menthol	396,835	—
True	132,131	47,712
True & Menthol	44,667	97,014
True 100s & 100s Menthol	53,298	—
Vantage	64,184	—
Vantage & Menthol	117,861	—
Vantage & 100s	4,930	319,589
Vantage Multi. Cigarets	—	144,654
Vantage Ultra Lights & Ultra Light 100s	530,485	—
Viceroy King	—	18,717
Viceroy Rich Lights	33,193	45,096
Viceroy Rich Lights & Rich Light 100s	328,586	81,644
Viceroy Rich Light 100s	12,158	—
Virginia Slims Lights & Lights Menthol	170,458	—
Winston	112,637	1,860
Winston King	70,478	—
Winston King & 100s	10,506	93,585
Winston Lights King	117,309	—
Winston Lights King & Light 100s	48,977	96,161
Winston Light 100s	121,763	—
Winston 100s	25,033	—
TOTAL	6,963,393	5,433,894
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	51,958	70,299
American	270,642	286,397
Braniff International	197,243	—
Delta	356,581	293,425
Eastern	316,867	404,404
North Central	—	62,884
Northwest Orient	116,735	18,533
Piedmont	78,077	55,208
Republic	16,538	—
TWA	354,018	343,935
United	117,968	226,574
USAir	16,731	—
TOTAL	1,993,358	1,761,638
WEARING APPAREL		
American Wool Council	10,506	8,806
Bali Bra	13,027	10,648
Damart Underwear	10,013	8,394
Featherspring	13,090	15,109
Haband Co.	97,507	68,038
Hush Puppies	16,203	13,981
Jockey Underwear	11,766	9,359
Lana Lobell	25,033	31,416
Lane Bryant (National)	10,955	17,558
L'eggs Pantyhose	7,415	14,974
Maidenform Bra	18,921	32,003
Maidenform Bra & Panties	—	19,202
Maverick Sportswear	30,039	17,952
Playtex Bra	—	22,381
Scholl Shoes	13,245	9,385
Sofwear	15,593	15,126
Timberland Boots	15,781	11,390
Wool Bureau	17,917	32,062
Young Smoothie De-A-Tard	14,504	—
TOTAL	341,515	357,776
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	24,742	14,020
Continental Oil Co.	11,772	—
Exxon	129,269	90,614
Getty Oil Co.	66,636	—
Gulf Oil Corp.	61,077	2,892
Mobil Oil Corp.	293,463	243,684
Shell Oil Co.	11,410	4,037
Sun Oil Co.	6,097	11,334
Texaco	56,226	19,566
TOTAL	660,892	386,147
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	23,040	2,941
American Concord	29,876	20,927
American Eagle	14,388	—
American Motors Corp. Multi. Cars	23,665	20,058
American Spirit	44,648	7,460
Audi	4,647	16,876
BMW	100,235	67,985
Buick Multi. Cars	20,051	16,006
Buick LeSabre	38,237	—
Cadillac Multi. Cars	66,649	17,072
Cadillac Seville	12,972	—
Chevrolet Caprice	10,260	—
Chevrolet Citation	22,090	—
Chevrolet Multi. Cars	119,558	41,918
Chevrolet Malibu	—	38,217
Chevrolet Monza	—	28,076
Chrysler Corp. Multi. Cars	217,647	—
Chrysler Plymouth Multi. Cars	129,541	137,795
Datsun	173,397	96,088
Dodge Multi. Cars	17,317	159,483
Fiat	67,077	26,267
Ford Multi. Cars	51,216	—
Ford Fairmont	19,069	—
Ford Motor Co. (Service)	12,957	—
Ford Pinto	—	139,043
General Motors Corp. Multi. Cars	190,482	81,573
General Motors Corp. (Service)	11,054	—
Honda	10,454	9,633
Lancia	13,282	56,556
Mercedes-Benz	29,017	40,155
Oldsmobile Cutlass	20,567	3,052
Oldsmobile Delta	56,723	—
Oldsmobile Multi. Cars	30,772	9,488
Oldsmobile Omega	13,818	—
Peugeot	151,808	78,286
Plymouth Volare	—	44,604
Pontiac Multi. Cars	21,714	31,019
Renault	132,898	106,343
Saab	240,031	95,323
Toyota	132,871	114,656
Volkswagen	18,260	46,342
Volvo	66,409	102,410
TOTAL	2,358,610	1,655,653

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Label Scotch	—	17,425
Kobrand Multi. Prods	—	42,520
Laredo Liqueur	15,931	—
Lauders Scotch	18,618	17,641
Leroux Liqueur	18,879	—
Malcolm Hereford Cows	—	41,658
Mandarine Napoleon Liqueur	—	12,497
Martell Cognac	13,462	10,799
Midori Liqueur	62,414	9,642
Mr. Boston Cocktails	—	22,151
Old Fitzgerald	37,530	66,510
Old Forester	46,546	41,323
Old Grand Dad	54,336	41,667
Peter Dawson Scotch	63,614	—
Regnier Liqueur	—	16,613
Ronrico Rum	232,254	—
Seagram's Crown Royal	274,797	287,742
Seagram's 7 Crown	146,314	—
Smirnoff Vodka	52,285	101,511
Southern Comfort	89,666	91,580
Stolichnaya Vodka	5,099	15,677
Tanqueray Gin	11,611	28,796
Teacher's Scotch	—	24,936
Ten High	—	33,491
Tsing Tao Vodka	12,282	—
Tullamore Dew	—	19,054
Usher's Scotch	—	11,950
Vaklova Liqueur	8,900	27,555
Walker's De Luxe	54,701	105,226
Wild Turkey	92,277	135,341
Windsor Supreme	24,358	33,271
TOTAL	2,594,620	2,370,020

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Massachusetts Mutual Life Ins. Co.	18,863	34,648
Metropolitan Life Insurance Co.	2,962	36,812
Mutual of Omaha Ins. Co.	10,659	18,486
National Home Life Assurance Co.	27,013	45,121
National Independence Insurance Co.	537	17,480
Nationwide Insurance Co.	124,651	43,000
New York Life Insurance Co.	37,914	42,448
Old American Insurance Co.	10,317	3,188
Physicians Mutual Insurance Co.	28,025	50,990
Travelers Insurance Co.	13,471	1,707
Union Fidelity Life Insurance Co.	27,418	69,675
TOTAL	805,301	810,962
TOBACCO		
CIGARETTS		
Arctic Lights Menthol	173,038	—
Arctic Lights Menthol & 100s Menthol	131,427	—
Arctic Light 100s Menthol	32,396	—
Belair King Menthol & 100s Menthol	21,318	54,324
Benson & Hedges Light 100s & Light 100s Menthol	391,660	621,778
Benson & Hedges Multi. Cigarets	—	32,038
Benson & Hedges 100s & 100s Menthol	45,492	62,680
Benson & Hedges 100s Menthol & Light 100s Menthol	106,122	124,799
Camel Lights	62,433	489,920
Camel Lights & Light 100s	333,481	—
Carlton	830,997	422,778
Carlton & 100s	88,575	—
Carlton 100s	—	49,730
Carlton 100s & 100s Menthol	16,969	15,062
Decade	—	14,173
Decade & Menthol	—	337,629
Doral II & Menthol	412,833	—
Fact King	—	25,984
Fact King & King Menthol	—	52,981
Kent Golden Lights	184,309	190,679
Kent Golden Lights & Golden Lights Menthol	346,995	196,274
Kent Golden Lights Menthol & Golden Light 100s Menthol	—	39,325
Kent Golden Lights Multi. Cigarets	44,540	132,248
Kent Golden Light 100s	98,870	—
Kent Golden Light 100s & Golden Light 100s Menthol	77,861	142,827
Kent III	469,090	—
Kent III & 100s	40,163	—
Kent III 100s	233,073	—
Kent King	—	199,397
Kent King & 100s	140,260	211,908
Kent 100s	—	37,782
Kool King Menthol & 100s Menthol	—	112,998
Kool Milds Menthol & Mild 100s Menthol	37,921	—
Kool Mild 100s Menthol	123,525	—
Kool Multi. Cigarets	29,434	20,729
Kool Super Lights King Menthol & Super Light 100s Menthol	40,389	126,914
Kool Super Lights Menthol	118,163	—
Kool Super Lights Multi. Cigarets	—	11,076
Kool Super Light 100s Menthol	83,387	36,967
L&M Lights & Light 100s	38,226	282,483
L&M Light 100s	239,464	339,245
Marlboro	14,580	93,566
Marlboro Lights & Light 100s	851,177	458,382
Marlboro Lights 100s	—	238,887
Marlboro Multi. Cigarets	290,937	223,151
Merit	124,307	232,423
Merit & Menthol	1,031,522	742,998
Merit Menthol	194,477	81,947
Merit Menthol & 100s Menthol	182,878	19,112
Merit 100s	11,400	79,048
Merit 100s & 100s Menthol	66,267	26,346
More 120s & 120s Menthol	287,989	203,244
Newport King Menthol	14,848	44,980
Newport Lights King Menthol	38,700	98,655
Newport Multi. Cigarets	—	27,888
Now	205,370	—
Pall Mall Extra Light	—	36,034
Pall Mall Extra Mild	—	19,738
Pall Mall Light 100s	43,261	28,848
Parliament	—	426,665
Parliament King & 100s	—	25,841
Parliament Lights	204,190	—
Parliament Lights & Light 100s	138,653	—
Parliament Light 100s	19,355	—
Raleigh Lights	—	44,447
Real & Menthol	—	214,319
Salem Lights Menthol & Light 100s Menthol	869,330	575,545
Salem Menthol	153,417	84,958
Salem Menthol & 100s Menthol	—	194,996
Salem 100s Menthol	107,925	—
Tareyton Lights	—	147,429
Tareyton Lights & Light 100s	47,922	119,950
Tareyton Light 100s	—	26,939
Triumph & Menthol	602,967	—
True	129,534	18,014
True & Menthol	118,313	137,883
True 100s	34,142	—
True 100s & 100s Menthol	57,253	—
Vantage & Menthol	197,905	—
Vantage & 100s	123,463	469,377
Vantage Multi Cigarets	—	248,196
Vantage Ultra Lights & Ultra Light 100s	274,861	—
Viceroy Rich Lights	29,928	53,888
Viceroy Rich Lights & Rich Light 100s	407,275	127,845
Virginia Slims Lights & Lights Menthol	414,196	—
Winston King	153,053	—
Winston King & 100s	45,444	160,148
Winston Lights King	211,030	—
Winston Lights King		

The top 10 markets

This special section lists a sampling of newspaper figures by brands for the following 10 top markets:

Boston
Chicago
Detroit
Houston
Long Island
Los Angeles
New York
Philadelphia
San Francisco-Oakland
Washington

CHICAGO (Tribune and Sun-Times)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	$ 1,429	$ 18,841
Budweiser	29,999	13,543
Greinch	13,567	34,369
Hamms	—	22,416
Hollemans	—	19,509
Kirin	12,906	—
Labatts	18,879	—
Lowenbrau	63,675	—
Michelob Light	—	19,970
Molson	23,571	—
Molson Ale	78,873	—
Old Milwaukee	12,443	—
Olympia	54,762	75,828
Rheingold	—	39,133
Schlitz	56,241	109,881
Schlitz Light	41,132	—
Skol	—	18,405
TOTAL	404,478	366,995
WINES		
Akadamy	—	31,386
Borali	26,867	—
Carmel Wine Co.	19,780	20,381
Christian Brothers	—	11,636
Colony	18,290	—
Gallo	11,611	5,549
Gold Seal Wine	16,795	502
Julius Wile	35,859	44,277
Mona Lisa Wines	—	11,624
Piper Champagne	20,986	—
Simi	11,628	—
Verdicchio	20,900	—
TOTAL	176,698	121,514
LIQUORS		
Arrow Cordials	49,344	—
B & B Liqueur	42,961	—
Bacardi Rum	30,857	—
Beam's Sour Mash	—	42,652
Beefeater Gin	75,368	82,858
Cale Benedictine Liqueur	—	13,291
Calvert Extra	81,277	38,998
Canadian Club	82,683	53,353
Canadian Mist	80,140	89,242
Castillo Rum	—	27,689
Cheers Cocktails	—	43,056
Chivas Regal Scotch	—	49,851
Christian Brothers Brandy	3,078	56,058
Clan MacGregor Scotch	33,012	33,711
Club Cocktails	—	12,211
Cocktails For Two	137,711	67,497
Cocoribe Liqueur	13,533	16,576
Cointreau Liqueur	34,833	—
Cutty 12 Scotch	24,225	—
Dewar's White Label Scotch	34,533	19,359
Ilmitri Vodka	17,518	14,249
Don Q Rum	57,241	—
E & J Brandy	60,377	44,628
Eagle Rare Bourbon	16,622	—
Early Times	—	48,413
Finlandia Vodka	73,153	—
Gordon's Gin	—	15,289
Gordon's Vodka	5,967	17,983
Grand MacNish Scotch	31,380	84,525
Grant's Scotch	58,349	27,457
Greensleeves Liqueur	39,477	—
Hennessy Cognac	34,833	28,796
Heublein Cocktails	48,837	—
Inver House Scotch	11,915	31,916
J & B Scotch	44,599	44,209
Jameson	—	13,157
Jim Beam	14,318	44,145
Johnnie Walker Black Label Scotch	38,709	52,275
Johnnie Walker Red		

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	39,325	15,435
Chock Full O Nuts Ground	—	28,346
Folger's Ground	63,620	24,116
Folger's Instant	17,391	—
General Foods International Instant Coffees	36,247	10,527
Hills Bros. Coffees	—	11,641
Maxim Freeze Dried Coffee	53,269	22,884
Maxwell House Ground & Instant	14,530	9,877
Maxwell House Instant	19,961	29,990
Mellow Roast Ground & Instant	35,944	18,273
Nescafe Decaffeinated Instant & Instant Coffee	25,321	10,576
Nescafe Instant Decaffeinated	25,140	—
Sanka Coffees	14,178	4,064
Stewart Pouch Pack Coffee	14,330	40,280
Taster's Choice Decaffeinated & Freeze Dried Coffee	48,031	39,408
TOTAL	407,197	284,617
SOFT DRINKS-CARBONATED-DIET		
Fresca & Tab	18,209	—
TOTAL	18,209	—
SOFT DRINKS-CARBONATED		
A & W Root Beer	11,419	—
Bubble-Up	—	155,693
Canada Dry	13,239	—
Coca-Cola	150,696	126,632
Dads Root Beer	5,530	25,656
Dr Pepper	10,280	22,787
Mountain Dew	858	20,269
Pepsi-Cola	31,865	—
Sprite	38,700	53,956
TUP	152,382	27,354
TOTAL	414,968	431,687
HOUSEHOLD EQUIPMENT & APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	—	23,047
Caloric Range	13,023	19,205
GE Range	—	12,542
Hardwick Range	—	15,748
Jenn Air Oven & Range	13,305	—
Jenn Air Range	86,622	122,890
Kitchen Aid Dishwasher	82,378	44,146
Litton Microwave Oven	—	22,485
Magic Chef Range	11,400	47,414
Modern Maid Oven	13,689	—
Quasar Microwave Oven	4,358	24,693
Whirlpool Dishwasher	19,273	—
Whirlpool Microwave Oven	57,103	—
TOTAL	300,151	332,170
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	37,920	12,273
American Council of Life Insurance	—	14,173
American Life & Accident Insurance Co.	13,219	15,920
Bankers Life & Casualty Co.	18,608	18,902
Blue Cross & Blue Shield	48,275	91,958
Colonial Penn Life Insurance Co.	19,373	31,246
Crown Life Insurance Co. of Illinois	12,365	75,740
Gerber Life Insurance Co.	129,322	125,671
HMO Illinois	28,217	—
Hospital Service Corp. & Illinois Medical Service	—	48,757
Insurance Co. of North America	194,954	—
Kemper Insurance Co.	3,318	21,889

Chicago (Cont.)

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
& Light 100s	63,386	189,771
Winston Light 100s	174,233	—
Winston 100s	158,746	—
TOTAL	12,551,281	10,193,128
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	66,581	130,655
American	1,177,984	964,410
Braniff International	351,011	531,352
Continental	469,370	768,205
Delta	1,340,322	1,089,674
Eastern	487,464	627,828
Midway	42,125	—
North Central	110,563	94,976
Northwest Orient	316,154	569,583
Ozark	40,709	38,407
Piedmont	97,128	194,959
Republic	208,272	—
Southern	—	31,915
TWA	722,451	594,865
United	1,557,292	1,679,963
TOTAL	6,987,417	7,415,792
WEARING APPAREL		
AJD Cap Co.	16,941	—
American Fur Industry	—	19,159
American Wool Council	23,222	22,151
Arrow Shirts	14,004	—
Bali Bra	24,225	47,292
Blackglama Furs	—	18,496
Calvin Klein Jeans	—	17,756
Career Guild	11,814	—
Cobbies Shoes	86,851	87,859
Damart Underwear	15,248	1,849
Feather Spring	7,973	25,597
Freeman Shoes	18,704	—
Gloria Vanderbilt Jeans	10,137	—
Haband Co.	84,131	66,049
Hush Puppies	58,920	45,229
Jockey Underwear	19,334	16,014
Jordan David Shoes	10,232	—
Jumping Jacks Shoes	20,207	—
Lana Lobell	21,318	32,100
Lane Bryant (National)	3,997	13,138
L'eggs Knee Highs	—	11,076
L'eggs Pantyhose	13,261	30,561
Maidenform Bra	—	22,151
Maidenform Bra & Panties	58,855	49,382
Munsingwear Pajamas	—	13,291
Munsingwear Prods.	19,398	6,645
Penguin Shirt	16,124	—
Playtex Bra	—	32,095
Playtex Bra & Girdle	11,079	12,946
Playtex Girdle	6,838	16,944
Playtex Pantyhose	—	18,124
Red Cross Shoes	58,784	26,929
Scholl Shoes	—	19,427
Socialites Shoes	10,136	18,776
Schwar	15,946	20,349
Timberland Boots	41,801	20,600
United States Shoes	15,487	—
Van Raalte Hosiery	—	14,773
Wolverine Boots & Shoes	28,025	—
Wool Bureau	19,380	55,488
Young Smoothie Do A Tard	15,411	—
Young Smoothie Girdle	—	16,646
TOTAL	766,185	818,892
GASOLINE & OIL COMPANIES		
Amoco Oil Co.	30,857	46,226
Atlantic Richfield Co.	71,563	27,999
Clark Gasoline	53,319	—
Continental Oil Co.	30,755	—
Exxon	176,933	86,772
Gulf Oil Corp.	61,682	11,911
Mobil Oil Corp.	395,452	489,510
Shell Oil Co.	24,519	399
Standard Oil Co. of Indiana	84,663	5,105
Texaco	102,095	57,508
TOTAL	1,032,698	725,430
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	17,458	14,874
American Concord	64,086	53,940
American Eagle	14,460	—
American Motors Corp. Multi. Cars	12,867	—
American Pacer	—	13,335
American Spirit	57,785	31,702
Audi	—	16,590
BMW	5,696	159,179
British Leyland Multi. Cars	11,232	14,904
Buick Century & Buick Regal	—	16,946
Buick Division Multi. Cars	71,070	23,276
Buick Lesabre	150,279	—
Buick Riviera	—	24,139
Cadillac Division Multi. Cars	82,491	24,589
Chevrolet Caprice	34,375	27,090
Chevrolet Chevette	10,540	14,173
Chevrolet Citation	67,933	—
Chevrolet Multi. Cars	146,025	71,128
Chevrolet Malibu	10,459	52,710
Chevrolet Monte Carlo	10,637	—
Chevrolet Monza	—	16,014
Chrysler Corp. Multi. Cars	310,561	3,089
Chrysler New Yorker	19,548	—
Chrysler Plymouth Multi. Cars	133,108	95,985
Datsun	258,456	82,748
Dodge Multi. Cars	—	64,793
Dodge Omni	22,284	—
Fiat	125,407	67,942
Fiesta	—	33,558
Ford Multi. Cars	389,966	124,569
Ford Fairmont	27,875	21,589
Ford LTD	7,440	27,022
Ford Motor Co. (Service)	12,000	—
Ford Mustang	29,699	—
Ford Pinto	—	217,494
Ford Thunderbird	45,132	21,619
Foreign Multi. Cars	—	12,200
General Motors Corp. Multi. Cars	267,631	65,198
General Motors Corp. (Service)	58,152	—
Honda	15,673	12,747
Jaguar	7,977	47,122
Lancia	6,984	44,426
Mercedes-Benz	57,705	78,620
Oldsmobile Cutlass	44,623	25,611
Oldsmobile Delta	105,538	—
Oldsmobile Multi. Cars	65,691	16,940
Oldsmobile Omega	10,457	—
Peugeot	52,123	162,060
Plymouth Horizon	—	58,886
Plymouth Volare	—	25,984
Pontiac Multi. Cars	51,810	89,678
Renault	178,104	184,105
Saab	350,167	227,925
Toyota	215,570	193,284
Triumph	—	23,348
Volvo	143,241	329,344
TOTAL	3,790,306	2,911,583

DETROIT (Free Press And News)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	$ —	$ 89,782
Becks	—	49,511
Black Label	—	85,749
Blatz	7,327	28,274
Budweiser	91,391	109,296
Busch	69,470	—
Busch Bavarian	—	121,071
Labatts	—	19,788
Molson	10,588	16,463
Molson Ale	15,943	8,231
Natural Light	42,405	31,409
Schlitz	20,896	13,621
Stroh	5,560	19,009
Stroh Light	13,824	—
TOTAL	277,404	592,204
WINES		
Matous	18,186	12,975
TOTAL	18,186	12,975
LIQUORS		
Arrow Cordials	111,062	9,582
Arrow Peppermint Schnapps	—	17,242
Bacardi Rum	33,597	—
Ballantine's Scotch	—	10,778
Beefeater Gin	51,366	25,724
Black Velvet	22,015	36,642
Calvert Extra	88,230	15,770
Calvert Gin	—	32,980
Canada House	41,215	90,891
Canadian Club	61,245	46,256
Canadian Mist	101,404	89,920
Canadian Rich & Rare	67,525	20,780
Club Cocktails	—	36,051
Cocktails For Two	6,410	26,107
Cutty Sark Scotch	86,824	8,535
Dewar's White Label Scotch	40,235	27,960
G & W Seven Star	13,617	42,457
Gilbey's Gin	14,739	—
Gordon's Gin	—	16,226
Gordon's Vodka	—	10,742
Grand Macnish Scotch	111,070	162,035
Hennessy Cognac	19,508	21,437
Hiram Walker Multi Prods.	—	28,120
Imperial	73,625	54,222
J & B Scotch	20,342	48,166
Jim Beam	58,292	48,987
John Begg Scotch	12,925	—
Kamora Liqueur	17,933	—
Kentucky Silk	89,159	—
Kessler	185,283	26,867
MacNaughton	57,513	38,181
Malcolm Hereford Cows	—	22,265
Mohawk Peppermint Schnapps	18,632	—
Old Grand Dad	20,639	7,460
Royal Canadian	84,873	80,238
Schenley Multi Prods.	49,423	27,704
Schenley OFC	43,020	36,466
Schenley Reserve	—	23,408
Seagrams 7 Crown	104,111	24,735
Smirnoff Vodka	—	26,833
Southern Comfort	44,217	77,817
Tanqueray Gin	—	16,463
Teachers Scotch	28,450	4,651
Ten High	13,765	19,655
Wild Turkey	23,690	24,735
William Penn	—	25,782
Windsor Supreme	5,910	22,031
TOTAL	1,800,574	1,431,932
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	34,078	9,468
Folger's Ground	33,248	18,346
Folger's Instant	15,821	—
General Foods International Instant Coffees	24,950	9,195
Maxim Freeze Dried Coffee	42,039	21,744
Maxwell House Ground	79,709	88,853
Maxwell House Ground & Instant	24,261	10,166
Maxwell House Instant	29,140	24,105
Mellow Roast Ground & Instant	13,915	13,593
Mellow Roast Instant	12,352	3,119
Nescafe Decaffeinated Instant & Instant Coffee	6,896	10,607
Nescafe Instant Decaffeinated	24,898	—
Sanka Coffees	21,075	6,178
Sanka Freeze Dried Decaffeinated	11,122	—
Savarin Ground & Instant	22,804	—
Sunrise Instant	15,222	28,880
Tasters Choice Decaffeinated & Freeze Dried Coffee	36,921	10,977
TOTAL	448,451	255,240
SOFT DRINKS— CARBONATED—DIET		
Diet Pepsi	18,165	—
Towne Club	177,853	135,201
TOTAL	196,019	135,201
SOFT DRINKS— CARBONATED—NONDIET		
A & W Root Beer	20,812	—
Coca-Cola	5,482	65,539
Coca-Cola & Tab	—	19,631
Dad's Root Beer	—	16,913
Dad's Root Beer & Diet Root Beer	—	10,869
Faygo	—	30,493
Pepsi Cola	—	57,830
Pepsi Cola Beverages	12,720	3,767
7UP	110,813	10,040
TOTAL	149,827	215,282
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	26,132	2,656
Bankers Life & Casualty Co.	12,837	10,775
Blue Cross of Michigan & Blue Shield of Michigan	156,687	22,198
Colonial Penn Life Insurance	30,473	10,736
Gerber Life Insurance Co.	4,106	50,349
Health Alliance Plan	40,802	—
Life of America Insurance Corp. of Boston	24,737	—
Michigan HMO Plan	30,726	5,490
Mutual of Omaha Insurance	11,350	13,168
National Home life Assurance Co.	45,276	43,233
New York Life Insurance Co.	61,319	58,893
Physicans Mutual Insurance	62,447	35,820
Prudential Insurance Co.	17,318	14,881
Sun Life Assurance Co. of Canada	11,517	15,234
Union Fidelity Life Insurance	32,446	17,898
Wausau Insurance Co.	12,947	—
TOTAL	581,120	382,331
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	22,419	13,576
GE Dishwasher	17,542	4,513
GE Microwave Oven	18,509	4,020
GE Range	—	14,025
Hardwick Range	19,414	4,871
Kitchen Aid Dishwasher	41,545	45,142
Litton Microwave Oven	—	15,994
Magic Chef Range	12,323	10,738
Quasar Microwave Oven	9,253	17,163
TOTAL	141,105	130,042
TOBACCO		
CIGARETS		
Arctic Lights Menthol	126,822	—
Arctic Lights Menthol & 100s Menthol	115,581	—
Arctic Lights 100s Menthol	23,730	—
Belair King Menthol & 100s Menthol	21,930	138,363
Benson & Hedges Lights 100s & Lights 100s Menthol	91,315	283,948
Benson & Hedges Multi. Cigarets	—	10,166
Benson & Hedges 100s & 100s Menthol	57,620	37,956
Benson & Hedges 100s Menthol & Lights 100s Menthol	48,954	80,065
Camel Lights	49,938	230,146
Camel Lights & Lights 100s	282,392	—
Camel Lights 100s	10,965	—
Carlton	596,053	322,472
Carlton & 100s	47,119	—
Carlton Lights 100s	—	14,591
Carlton 100s	—	24,504
Carlton 100s & 100s Menthol	13,647	8,425
Decade	230	54,325
Decade & Menthol	—	87,130
Doral II & Menthol	419,230	—
Fact King & King Menthol	—	30,332
Kent Golden Lights	79,655	147,484
Kent Golden Lights & Golden Lights Menthol	258,100	159,990
Kent Golden Lights Menthol & Golden Lights 100s Menthol	136,951	42,539
Kent Golden Lights Multi. Cigarets	62,705	37,721
Kent Golden Lights 100s	68,194	—
Kent Golden Lights 100s & Golden Lights 100s Menthol	47,274	91,789
Kent III	285,531	—
Kent III 100s	153,285	—
Kent King	2,198	65,893
Kent King & 100s	38,933	163,038
Kent Multi. Cigarets	—	15,987
Kent 100s	—	12,473
Kool King Menthol & 100s Menthol	9,198	80,359
Kool Milds Menthol & Milds 100s Menthol	14,305	—
Kool Milds 100s Menthol	111,714	—
Kool Multi. Cigarets	—	22,729
Kool Super Lights King Menthol & Super Lights 100s Menthol	27,544	121,873
Kool Super Lights Menthol	182,894	—
Kool Super Lights 100s Menthol	76,439	18,802
L&M Lights & Lights 100s	19,607	131,929
L&M Lights 100s	200,573	146,293
Marlboro Lights & Lights 100s	284,671	150,622
Marlboro Lights 100s	—	92,699
Marlboro Multi. Cigarets	109,513	171,138
Max 120s & 120s Menthol	—	13,719
Merit	85,111	184,377
Merit & Menthol	615,330	383,965
Merit Menthol	90,727	86,266
Merit Menthol & 100s Menthol	86,384	60,253
Merit 100s	—	46,358
Merit 100s & 100s Menthol	66,958	19,694
More 120s & 120s Menthol	172,510	168,181
Newport King Menthol	9,394	19,761
Newport Lights King Menthol	139,567	84,466
Newport Multi. Cigarets	—	26,073
Now	169,387	—
Pall Mall Extra Light	—	27,843
Pall Mall Extra Mild	—	15,450
Pall Mall Lights 100s	29,419	24,736
Raleigh Lights	—	45,747
Raleigh Multi. Cigarets	—	10,166
Real & Menthol	—	168,181
Salem Lights Menthol & Lights 100s Menthol	498,030	439,997
Salem Menthol	126,608	26,656
Salem Menthol & 100s Menthol	—	174,046
Salem 100s Menthol	89,174	—
Saratoga 120s & 120s Menthol	—	54,576
Tareyton Lights	862	31,804
Tareyton Lights & Lights 100s	35,053	170,753
Tareyton Lights 100s	—	47,162
Triumph & Menthol	491,174	—
True	108,023	5,883
True & Menthol	73,709	111,573
True 100s & 100s Menthol	63,477	—
Vantage	99,928	—
Vantage & Menthol	168,759	—
Vantage & 100s	—	413,265
Vantage Multi Cigarets	—	216,485
Vantage Ultra Lights & Ultra Lights 100s	338,804	—
Viceroy King	—	10,166
Viceroy Rich Lights	8,063	35,467
Viceroy Rich Lights & Rich Lights 100s	314,874	61,545
Virginia Slims Lights & Lights 100s	225,829	—
Winston King	126,211	23,145
Winston King & 100s	35,292	128,197
Winston Lights King	177,582	—
Winston Lights King & Lights 100s	—	169,252
Winston Lights 100s	143,922	—
Winston 100s	132,524	—
TOTAL	8,727,435	6,452,591
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	40,803	33,289
American	498,233	377,239
Braniff International	101,431	125,787
Coleman Commuters	4,406	11,294
Delta	1,151,007	1,058,718
Eastern	433,411	441,457
Frontier	90,697	57,735
Midway	23,577	—
North Central	83,764	583,292
Northwest Orient	78,508	62,288
Pan American World	12,426	17,642
Republic	235,740	—
Southern	25,586	33,123
TWA	109,056	79,503
United	320,383	306,515
TOTAL	3,209,028	3,167,882
WEARING APPAREL		
AJD Cap Co.	14,306	—
American Wool Council	29,801	44,149
Audition Shoes	11,832	5,474
Bali Bra	10,922	5,865
Burlington Socks	—	21,914
Cobbies Shoes	25,252	5,744
Damart Underwear	10,965	1,900
Farah Slacks	7,099	11,978
Featherspring	14,688	25,730
Haband Co.	97,515	70,325
Hush Puppies	57,746	44,190
Jockey Underwear	14,306	13,329
Lana Lobell	30,154	38,123
Lane Bryant (National)	18,411	21,344
L'eggs Knee Highs	—	13,328
L'eggs Pantyhose	11,061	21,325
Magic Mold	27,899	22,236
Maidenform Bra	—	19,288
Maidenform Bra & Panties	44,217	31,327
Naturalizer Shoes	60,971	—
Playtex Bra	—	30,989
Playtex Girdle	5,291	14,661
Playtex Pantyhose	—	13,530
Puritan Sports Shirts	13,969	—
Softwear	15,058	23,464
Timberland Boots	20,123	9,713
Wolverine Boots & Shoes	11,918	—
TOTAL	553,504	509,924
GASOLINE & OIL COMPANIES		
Amoco Oil Co.	50,103	42,898
Atlantic Richfield Co.	44,750	—
Boron Oil Co.	25,433	—
Exxon	139,253	20,999
Mobil Oil Corp.	77,250	91,986
Standard Oil Co. of California	48,761	—
Sun Oil Co.	1,574	34,277
Texaco	20,937	22,457
Wolfe Head Oil Refining	12,272	—
TOTAL	412,333	212,527
PASSENGER CARS (NEW)		
FACTORY		
American Concord	47,110	42,811
American Eagle	20,998	—
American Motors Corp. Multi. Cars	6,866	39,926
American Spirit	61,797	53,012
BMW	32,675	—
Buick Multi. Cars	14,712	14,843
Buick LeSabre	74,266	—
Cadillac Multi. Cars	99,570	24,587
Cadillac Renaissance	16,499	—
Chevrolet Caprice	19,568	16,490
Chevrolet Chevette	6,113	24,777
Chevrolet Citation	58,987	—
Chevrolet Multi Cars	134,650	59,501
Chevrolet Malibu	—	54,978
Chevrolet Monza	—	13,328
Chrysler Cordoba & LeBaron	25,353	—
Chrysler Corp. Cars (Service)	—	10,797
Chrysler Corp. Multi. Cars	406,116	8,245
Chrysler New Yorker	—	12,685
Chrysler Plymouth Multi. Cars	199,306	84,077
Datsun	92,633	15,626
Dodge Multi. Cars	29,554	65,143
Dodge Omni	11,378	4,370
Fiat	70,344	28,753
Ford Multi. Cars	24,303	59,500
Ford Fairmont	18,153	—
Ford Motor Co. (Service)	22,434	—
Ford Pinto	—	156,380
Foreign Multi. Cars	24,035	—
General Motors Corp. Multi. Cars	291,636	124,187
General Motors Corp. (Service)	70,832	—
Honda	14,498	19,391
Lancia	—	32,101
Lincoln Mercury Division Multi. Cars	83,152	30,476
Mercedes-Benz	23,266	54,317
Oldsmobile Cutlass	75,908	96,124
Oldsmobile Delta	109,775	—
Oldsmobile Multi. Cars	83,279	6,564

Detroit (Cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Plymouth Horizon	—	28,192
Plymouth Volare	22,939	28,646
Pontiac Multi. Cars	38,738	67,317
Pontiac Phoenix	21,955	—
Renault	186,873	96,337
Saab	81,718	4,575
Toyota	66,336	77,148
Triumph	28,979	7,505
Volkswagen	9,840	18,408
Volvo	41,902	70,198
TOTAL	2,677,757	1,550,235

HOUSTON (Chronicle and Post)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	$ 168	$ 10,011
Coors	17,536	39,141
Lone Star Light	14,719	—
Schlitz	36,358	10,195
TOTAL	68,781	59,347
WINES		
Marquisat	10,939	—
Mateus	10,596	—
TOTAL	21,535	—
LIQUORS		
Bacardi Rum	11,724	—
Benchmark	—	17,538
Black Velvet	5,996	47,711
Calvert Extra	122,630	—
Canadian Club	21,102	17,623
Canadian Mist	17,009	15,372
Castillo Rum	—	11,029
Cheers Cocktails	—	17,233
Club Cocktails	—	19,471
Cocktails For Two	55,033	28,572
Crawford's Scotch	19,688	5,416
Cutty 12 Scotch	34,141	—
Dewar's White Label Scotch	6,198	22,517
Don Q. Rum	41,751	—
Haig & Haig Pinch Scotch	13,592	—
Hiesblein Cocktails	18,815	—
Izmira Vodka	4,531	51,451
J & B Scotch	16,784	25,194
J. W. Dant Scotch	22,548	22,751
Jim Beam	13,247	12,247
Johnnie Walker Black Label	13,592	21,318
Johnnie Walker Red Label	7,276	14,212
Kessler	112,022	—
Malcolm Hereford Cows	—	11,198
Old Charter	40,577	17,135
Old Taylor	12,954	—
Roerice Rum	67,958	—
Seagram's 7 Crown	41,054	34,340
Smirnoff Vodka	7,763	42,103
Southern Comfort	21,828	18,862
Taaka Vodka	13,845	8,655
Tvarscki Vodka	—	24,459
Vat 69 Gold Scotch	—	10,282
W. L. Weller	5,334	34,165
Walker's De Luxe	13,884	21,000
Wild Turkey	76,487	45,331
TOTAL	859,342	668,097
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	20,613	1,747
General Foods International—Instant Coffees	21,227	4,346
Maryland Club Ground	34,823	28,041
Maxim Freeze Dried Coffee	23,127	7,388
Maxwell House Ground	50,520	12,338
Maxwell House Instant	10,237	12,460
Mellow Roast Ground & Instant	12,665	4,953
Mellow Roast Regular Coffee	—	18,197
Nescafe Decaffeinated Instant & Instant Coffee	13,294	7,868
Taster's Choice Decaffeinated & Freeze Dried Coffee	18,966	5,119
TOTAL	205,466	94,407
SOFT DRINKS-CARBONATED-NONDIET		
Coca-Cola	29,319	56,547
Coca-Cola & Tab	—	19,796
Dr Pepper	17,955	13,820
Mello Yello	19,530	—
Mr. Pibb	—	18,464
Pepsi-Cola	19,503	3,880
RC Cola Co Beverages	16,805	—
7UP	48,402	—
TOTAL	142,514	110,197
HOUSEHOLD EQUIPMENT & APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	20,235	15,738
GE Microwave Oven	—	18,579
Jenn Air Range	63,155	44,944
Kitchen Air Dishwasher	40,337	27,616
Litton Microwave Oven	—	12,252
Panasonic Microwave Oven	12,448	4,823
Quasar Microwave Oven	—	10,778
Sharp Microwave Oven	—	15,997
Whirlpool Microwave Oven	16,113	2,230
TOTAL	152,288	152,757
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	11,807	496
Bankers Commercial Life Insurance Co.	49,978	52,105
Bankers Fidelity Life Insurance	13,824	5,809
GEICO	37,590	2,419
Gerber Life Insurance Co.	—	14,687
Group Hospital Service & Group Life & Health Insurance Co.	39,092	36,573
National Home Life Assurance Co.	56,461	95,399
National Independence Insurance Co.	10,134	19,106
Physicians Mutual Insurance Co.	12,246	28,104
Provident American Insurance Co.	17,330	25,032
Prudential Insurance Co. of America	16,347	19,680
Southwestern Life Insurance Co.	4,244	35,220
State Farm Insurance Co.	14,765	359
Union Fidelity Life Insurance Co.	22,305	29,705
TOTAL	306,121	364,814
TOBACCO		
CIGARETS		
Arctic Lights Menthol	63,549	—
Arctic Lights Menthol & 100s Menthol	57,013	—
Arctic Lights 100s Menthol	15,987	—
Belair King Menthol & 100s Menthol	5,491	83,954
Benson & Hedges Light 100s & Light 100s Menthol	109,992	169,455
Benson & Hedges Multi. Cigarets	—	14,212
Benson & Hedges 100s & 100s Menthol	30,899	14,212
Benson & Hedges 100s Menthol & Light 100s Menthol	29,134	46,278
Camel Lights	69,181	212,640
Camel Lights & Light 100s	155,788	—
Carlton	270,201	129,673
Carlton & Menthol	—	18,809
Carlton & 100s	25,952	—
Carlton 100s	—	19,111
Decade	—	29,568
Decade & Menthol	—	38,662
Doral II & Menthol	143,540	—
Fact King & King Menthol	—	10,778
Kent Golden Lights	55,801	60,193
Kent Golden Lights & Golden Lights Menthol	138,413	84,571
Kent Golden Lights Menthol & Golden Lights 100s Menthol	5,400	17,004
Kent Golden Lights Multi. Cigarets	29,043	36,893
Kent Golden Light 100s	15,571	—
Kent Golden Light 100s & Golden Light 100s Menthol	42,424	76,542
Kent III	107,714	—
Kent III & 100s	16,337	—
Kent III 100s	68,626	—
Kent King	—	18,280
Kent King & 100s	56,529	114,950
Kent 100s	—	11,219
Kool King Menthol & 100s Menthol	—	49,742
Kool Milds Menthol & Milds 100s Menthol	15,814	—
Kool Super Lights King Menthol & Super Light 100s Menthol	26,830	29,840
L&M Lights & Light 100s	5,491	126,852
L&M Light 100s	47,567	160,319
Marlboro Lights & Light 100s	201,882	136,979
Marlboro Light 100s	—	72,110
Marlboro Multi. Cigarets	56,510	87,355
Merit	53,823	72,330
Merit & Menthol	327,064	231,729
Merit Menthol	42,322	36,595
Merit Menthol & 100s Menthol	13,202	—
Merit 100s	—	23,905
Merit 100s & 100s Menthol	28,605	12,388
More 120s & 120s Menthol	123,692	89,684
Now	59,945	—
Pall Mall Extra Light	—	12,983
Pall Mall Light 100s	73,989	11,488
Raleigh Lights	—	24,251
Real & Menthol	—	94,095
Salem Lights Menthol & Light 100s Menthol	189,958	128,473

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CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Salem Menthol	64,524	28,424
Salem Menthol & 100s Menthol	—	68,366
Salem 100s Menthol	45,441	—
Saratoga 120s & 120s Menthol	23,559	17,648
Spirit	32,937	269,155
Tareyton Lights	—	23,348
Tareyton Lights & Light 100s	8,720	72,631
Tareyton Light 100s	—	17,591
Triumph & Menthol	281,877	—
True	21,252	—
True & Menthol	33,052	60,304
True 100's & 100s Menthol	27,281	—
Vantage	43,587	—
Vantage & Menthol	111,888	—
Vantage & 100s	5,092	212,238
Vantage Multi. Cigarets	—	96,600
Vantage Ultra Lights & Ultra Light 100s	134,286	—
Viceroy Rich Lights	—	22,483
Viceroy Rich Lights & Rich Light 100s	6,320	13,569
Virginia Slim Lights	110,537	—
Winston King	100,714	3,261
Winston King & 100s	22,653	183,441
Winston Lights King	79,424	—
Winston Lights King & Light 100s	18,946	87,227
Winston Light 100s	93,160	—
Winston 100s	88,936	—
TOTAL	4,109,585	3,661,492
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	38,770	38,734
American	170,291	124,614
Braniff International	136,319	254,213
Continental	283,065	225,239
Delta	582,961	621,448
Eastern	149,025	265,090
Hughes Air West	346,697	33,901
National	221,448	145,379
North Central	71,920	42,925
Ozark	31,414	—
Pan American World	106,007	26,183
Republic	10,548	—
Southwest	87,118	24,781
Texas International	196,777	26,088
TWA	21,805	—
TOTAL	2,452,205	1,929,595
WEARING APPAREL		
Bali Bra	7,000	12,812
Haband Co.	40,593	36,745
Lana Lobell	8,237	17,514
Lane Bryant (National)	8,305	12,440
L'eggs Pantyhose	2,401	11,370
Playtex Bra	—	18,416
Wool Bureau	6,069	20,162
TOTAL	72,605	129,460
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	14,882	9,564
Continental Oil Co.	22,156	—
Exxon	100,607	69,617
Gulf Oil Corp.	148,402	35,440
Mobil Oil Corp.	50,491	51,331
Shell Oil Co.	25,243	2,121
Sun Oil Co.	119	10,069
Texaco	60,902	21,365
TOTAL	423,682	199,407
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	590	10,627
American Concord	21,770	6,492
American Spirit	21,750	10,786
BMW	13,864	21,567
Buick Lesabre	38,419	—
Cadillac Multi. Cars	34,300	—
Chevrolet Caprice	5,491	11,518
Chevrolet Citation	29,104	—
Chevrolet Multi. Cars	36,526	—
Chevrolet Malibu	—	27,625
Chrysler Corp. Multi. Cars	181,053	—
Chrysler New Yorker	18,734	—
Chrysler Plymouth Multi. Cars	40,959	69,848
Datsun	74,725	—
Fiesta	—	10,792
Ford Multi. Cars	62,419	3,735
Ford Fairmont	11,702	—
Ford Pinto	—	79,906
General Motors Corp. Multi Cars	183,749	43,291
Mercedes-Benz	7,794	39,675
Oldsmobile Cutlass	13,272	—
Oldsmobile Delta	46,120	—
Oldsmobile Multi. Cars	21,944	17,136
Peugeot	48,228	—
Pontiac Multi. Cars	21,485	14,212
Renault	25,929	—
Toyota	21,415	47,012
Volkswagen	—	12,233
Volvo	—	47,211
TOTAL	972,413	472,686

LONG ISLAND (Newsday)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Meslon	—	15,065
Molson Ale	13,117	—
Okeefe	—	12,652
Schlitz	—	13,566
Tuborg Gold	15,736	—
TOTAL	29,853	41,283
WINES		
Cartier	—	10,319
Great Western	35,872	—
Mateus	19,200	—
Monterey Vineyards	14,400	—
TOTAL	69,472	10,319
LIQUORS		
Ambassador Scotch	8,800	10,503
Arrow Brandy	—	19,214
Basilica Liqueurs	10,116	—
Calvert Gin	16,397	46,928
Canadian Club	14,400	9,558
Cattos Scotch	—	15,397
Cheers Cocktails	—	10,710
Chivas Regal Scotch	66,062	17,280
Cocktails for Two	25,759	22,613
Dewar's White Label Scotch	—	23,433
Grand MacNish Scotch	26,748	27,864
Gackenheimer	4,815	11,281
Inver House Scotch	40,397	7,497
J & B Scotch	23,952	12,709
John Begg Scotch	26,908	—
Johnnie Walker Black Label Scotch	31,433	30,755
Johnnie Walker Red Label Scotch	38,328	39,636
Passport Scotch	32,521	72,233
Seagram's 7 Crown	—	20,638
Smirnoff Vodka	27,328	17,597
Southern Comfort	32,793	36,253
Stock Amaretto Liqueur	—	11,908
White Horse Scotch	65,586	—
TOTAL	483,344	461,326
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	18,779	6,426
Chock Full O Nuts Ground	2,592	21,420
Folgers Ground	21,576	22,597
Maxim Freeze Dried Coffee	33,894	8,152
Maxwell House Ground	9,600	24,302
Maxwell House Ground & Instant	14,374	11,552
Maxwell House Instant	10,931	24,488
Medaglia Doro Ground	12,714	10,089
Nescafe Decaffeinated Instant & Instant Coffee	15,965	4,284
Sunrise Instant	10,860	8,033
Taster's Choice Decaffeinated & Freeze Dried Coffee	21,600	10,353
Yuban Ground & Instant	3,200	14,894
TOTAL	174,996	168,582
SOFT DRINKS—CARBONATED		
Canada Dry	28,800	3,570
7Up	37,583	—
TOTAL	66,383	3,570
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	—	12,880
GE Dishwasher	4,800	11,424
Magic Chef Microwave Oven & Range	—	12,852
Thermador Waste King Dishwasher	41,762	26,125
Whirlpool Dishwasher	14,400	11,424
TOTAL	60,962	74,705
INSURANCE		
LIFE, HEALTH & MEDICAL		
Bankers Security Life Insurance Society	3,101	22,516
Blue Cross & Blue Shield of Greater New York	50,208	45,796
Commercial Travelers Mutual Ins. Co.	15,634	5,459
Gerber Life Insurance Co.	23,523	29,121
Health Insurance Plan of Greater New York	17,352	2,199
Inframerica Life Insurance Co.	6,480	11,424
Metropolitan Life Insurance Co.	14,096	1,785
National Home Life Assurance Co.	21,038	25,309
New York Life Insurance Co.	16,606	11,923
TOTAL	167,437	157,433
TOBACCO		
CIGARETS		
Arctic Lights Menthol	39,891	—
Arctic Lights Menthol & 100s Menthol	32,487	—
Benson & Hedges Lights 100s & Lights 100s Menthol	43,724	65,527
Benson & Hedges Multi. Cigarets	—	10,591
Benson & Hedges 100s & 100s Menthol	16,397	10,591
Camel Lights	—	103,533
Camel Lights & Light 100s	103,853	—
Carlton	277,792	147,095

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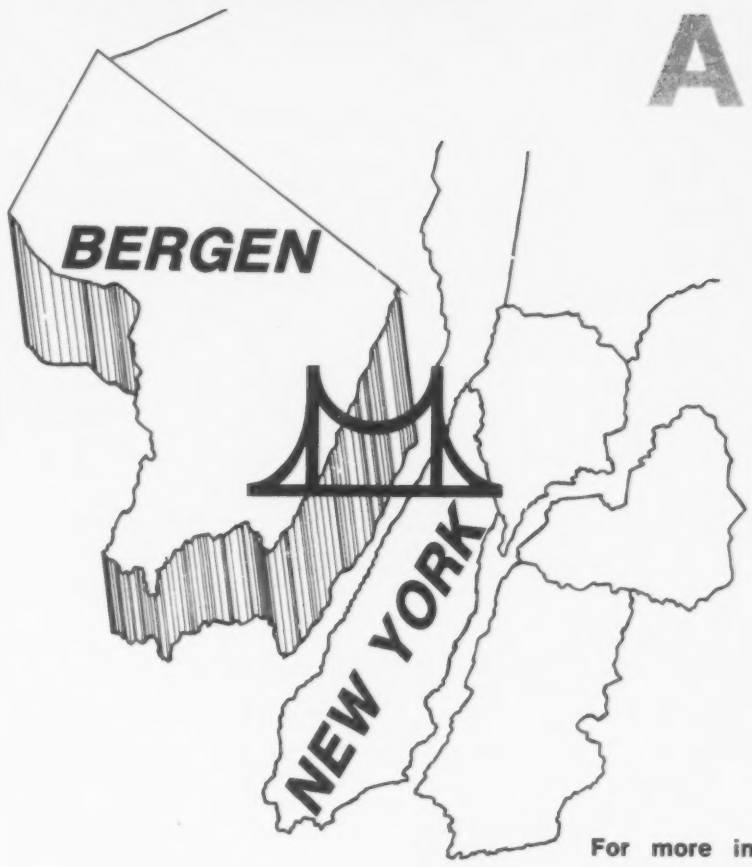

Bergen County adults:

- Attend more sporting events
- Engage in more sports
- Own more leisure cars
- Take more trips
- Use more credit cards
- Buy more appliances
- Eat in more fast-food restaurants
- Drink more wine or soft drinks
- Own more stocks or bonds

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The Record

*Source: Scarborough Report, 1980

National Representatives: Sawyer-Ferguson-Walker Co.

Long Island (cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Carlton 4 100s	24,000	—
Carlton 100s	—	17,160
Decade 4 Menthol	—	32,130
Doral II 4 Menthol	127,845	—
Kent Golden Lights	19,200	36,914
Kent Golden Lights & Golden Lights Menthol	66,319	55,180
Kent Golden Lights Multi. Cigarets	21,862	40,564
Kent Golden Light 100s	30,797	—
Kent Golden Light 100s & Golden Light 100s Menthol	26,662	40,460
Kent III	137,137	—
Kent III 4 100s	16,397	—
Kent III 100s	55,462	—
Kent King	—	31,523
Kent King 4 100s	18,052	52,405
Kool King Menthol & 100s Menthol	—	45,484
Kool Super Lights King Menthol & Super Light 100s Menthol	—	35,437
L&M Lights & Light 100s	—	71,400
L&M Light 100s	100,800	97,104
Lark Lights & Light 100s	62,635	55,662
Marlboro Lights & Light 100s	117,298	79,756
Marlboro Light 100s	—	34,648
Marlboro Multi. Cigarets	30,131	42,177
Merit	25,453	44,693
Merit & Menthol	189,579	141,432
Merit Menthol	15,066	18,445
Merit Menthol & 100s Menthol	15,066	—
More 120s & 120s Menthol	—	61,948
Newport King Mentrol	51,914	11,378
Newport Lights King Menthol	10,931	26,954
Newport Multi. Cigarets	5,466	10,615
Now	105,776	—
Now & Menthol	—	92,778
Pall Mall Extra Light	—	13,566
Pall Mall Light 100s	17,572	11,424
Parliament	—	97,903
Parliament Lights	39,615	—
Parliament Lights & Light 100s	19,987	—
Real & Menthol	—	72,267
Salem Lights Menthol & Light 100s Menthol	—	92,591
Salem Menthol	—	10,047
Salem Menthol & 100s Menthol	—	66,938
Tareyton Lights	—	72,171
Tareyton Lights & Light 100s	16,072	15,708
Tareyton Light 100s	—	17,850
Triumph & Menthol	139,059	—
True	21,759	—
True & Menthol	74,690	41,954
True 100s & 100s Menthol	29,194	—
Vantage	39,015	—
Vantage & Menthol	54,655	—
Vantage & 100s	—	129,336
Vantage Multi. Cigarets	—	54,443
Vantage Ultra Lights & Ultra Light 100s	90,393	—
Viceroy Rich Lights & Rich Light 100s	91,200	17,136
Virginia Slims Lights & Lights Menthol	59,957	—
Winston	48,000	—
Winston King & 100s	—	47,388
Winston Lights King & Light 100s	—	26,206
TOTAL	2,565,166	2,300,670
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	12,600	34,379
American	281,843	199,591
Braniff International	115,960	71,529
Delta	206,363	173,630
Eastern	105,660	109,599
National	96,060	62,832
Northwest Orient	—	29,363
Pan American World	21,597	2,899
TWA	196,980	129,341
United	115,200	139,230
TOTAL	1,152,263	952,393
WEARING APPAREL		
Buster Brown Shoes	—	11,424
Cobbles Shoes	17,161	12,773
Haband Co.	33,573	26,303
Hanover Shoes	10,260	11,995
Hush Puppies	9,929	10,382
TOTAL	70,923	72,877
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	20,568	11,353
Exxon	32,336	30,056
Mobil Oil Corp.	4,800	18,100
TOTAL	57,704	59,509
PASSENGER CARS (NEW)		
FACTORY		
American Concord	4,800	15,601
American Spirit	4,800	12,852
Audi	3,200	14,208
BMW	4,850	59,976
British Leyland Multi. Cars	8,852	20,949
Buick Lesabre	23,040	—
Cadillac Multi. Cars	22,012	7,854
Chevrolet Citation	25,764	—
Chevrolet Malibu	—	14,161
Chevrolet Multi. Cars	34,326	3,570
Chevrolet Monza	—	15,615
Chrysler Corp. Multi. Cars	81,726	—
Chrysler Plymouth Multi. Cars	41,430	10,719
Datsun	133,619	4,830
Fiat	29,492	23,184
Ford Pinto	—	38,556
General Motors Corp. Multi. Cars	73,101	33,046
General Motors Corp. (Service)	14,241	—
Honda	36,877	3,527
Mercedes-Benz	24,000	32,138
Oldsmobile Cutlass	38,460	7,140
Oldsmobile Delta	29,600	—
Oldsmobile Multi. Cars	15,791	4,284
Peugeot	—	12,709
Plymouth Horizon	—	10,710
Pontiac Division Multi. Cars	4,860	35,581
Renault	57,694	18,065
Saab	62,351	49,375
Toyota	69,200	80,147
Volkswagen	55,685	66,438
Volvo	109,311	25,892
TOTAL	1,000,295	819,111

LOS ANGELES/LONG BEACH (Times and Herald-Examiner)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Anheuser-Busch Beers	—	$ 11,926
Budweiser	$ 10,802	7,990
Coors	45,519	108,185
Erlanger	11,139	—
Henry Weinhard	56,243	—
Michelob Light	—	39,272
Molson Ale	—	11,200
Olympia	21,966	18,177
Schlitz	53,296	27,878
Tuborg Gold	31,916	10,148
TOTAL	230,881	234,776
WINES		
Beaulieu Vineyard	7,163	36,341
Brookside Wineries	11,635	24,542
Cabernet Sauvignon	—	13,417
Christian Brothers	5,967	19,806
Cresta Blanca	12,347	11,200
Deinhard	23,582	43,778
Dry Sack	61,736	—
Geyser Peak	10,289	—
Glumarra	5,637	13,228
Julius Wile	—	55,998
Marquissel	16,912	—
Monterey Vineyards	82,314	18,666
San Antonio Winery	12,198	4,707
Simi	16,989	16,974
Souverain	32,581	40,076
Taylor	14,962	23,937
Wan Fu	33,679	—
TOTAL	347,091	316,670
LIQUORS		
Absolut Vodka	45,569	—
Ancient Age	58,146	46,120
Arrow Liqueur	58,221	—
B & B Liqueur	76,140	—
Bacardi Rum	22,800	—
Beam's Sour Mash	—	11,647
Beefeater Gin	98,600	145,905
Black & White Scotch	14,933	11,609
Black Velvet	—	74,443
Bokma	—	32,521
Brown Forman Multi. Prods.	—	10,666
Cafe Benedictine Liqueur	—	22,399
Caffe Lolita Liqueur	—	42,849
Calvert Extra	—	41,819
Canadian Club	47,861	35,727
Chambord Liqueurs	82,314	—
Cheers Cocktails	—	13,370
Clan MacGregor Scotch	—	18,608
Club Cocktails		13,681
Cluny Scotch	13,625	18,621
Cocktails For Two	141,237	95,785
Cointreau Liqueur	64,515	70,931
Cutty 12 Scotch	6,222	42,442
Daviess County	15,675	—
Desmond & Duff Scotch	—	33,599
Dewar's White Label Scotch	104,374	40,405
E & J Brandy	109,329	98,603
Finlandia Vodka	—	51,500
Gilbey's Gin	26,129	—
Gordon's Gin	8,512	19,295
Gordon's Multi. Prods.	—	25,718
Grand Marnier Liqueur	5,551	111,197
Hennessy Cognac	61,736	48,212
Heublein Cocktails	84,238	—
Irish Mist Liqueur	74,752	—
J & B Scotch	63,000	16,916
Jameson	102,893	106,954
Jim Beam	13,997	41,660
Johnnie Walker Red Label Scotch	1,131	44,974
Jose Cuervo Tequila	108,705	—
Kamchatka Vodka	—	11,001
Kessler	564,315	72,084
Kobrand Multi. Prods.	—	21,120
Malcolm Hereford Cows	—	55,097
Midori Liqueur	—	16,957
Mr. Boston Cocktails	3,360	42,319
Peter Dawson Scotch	41,826	93,315
Polmos Wodka Wyborowa	22,399	80,417
Renfield Multi. Prods.	—	13,037
Ronrico Rum	42,809	—
Schenley Multi. Prods.	—	19,370
Seagram's Crown Royal	288,099	223,193
Seagram's Multi. Prods.	—	59,265
Seagram's 7 Crown	15,088	11,501
Smirnoff Vodka	2,393	90,519
Southern Comfort	130,084	137,981
Stolichnaya Vodka	41,157	18,666
Suntory Royal	—	14,432
Tuaca Liqueur	—	55,998
Tullamore Dew	—	24,691
Vaklova Liqueur	—	40,194
White Horse Scotch	—	13,966
Wild Turkey	79,868	62,271
TOTAL	2,741,603	2,575,570
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	64,984	8,088
Chock Full O Nuts Ground	4,881	40,070
Folger's Ground	29,821	7,205
Folger's Instant	12,413	—
General Foods International Instant Coffees	75,430	28,876
Hills Bros. Ground	15,543	16,138
Maxim Freeze Dried Coffee	87,584	37,922
Maxwell House Ground	6,842	43,366
Maxwell House Ground & Instant	17,827	41,290
Maxwell House Instant	51,281	92,856
Mellow Roast Ground & Instant	12,171	22,593
MJB Ground	77,459	65,844
Nescafe Decaffeinated Instant & Instant Coffee	54,621	8,178
Nescafe Instant Decaffeinated	10,537	3,766
Sanka Coffees	15,449	11,122
Sunrise Instant	19,533	45,634
Taster's Choice Decaffeinated & Freeze Dried Coffee	23,433	4,594
Taster's Choice Freeze Dried Coffee	—	17,119
Yuban Ground & Instant	63,206	35,554
TOTAL	639,857	528,335
SOFT DRINKS—CARBONATED-DIET		
Pepsi Light	15,195	—
TOTAL	15,195	—
SOFT DRINKS—CARBONATED-NONDIET		
A & W Root Beer	10,025	—
Aspen	35,035	19,905
Bubble Up	17,072	5,306
C & C Cola	46,257	—
Canada Dry	21,790	—
Coca-Cola	24,504	79,215
Coca-Cola & Tab	11,239	—
Coca-Cola Beverages	25,152	9,402
Crush	70,714	95,676
Dr Pepper	17,848	15,962
Pepsi-Cola	55,255	76,368
Schweppes	11,400	—
Squirt	24,472	13,878
7Up	132,651	7,473
TOTAL	583,214	323,185
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Caloric Range	26,573	101,297
GE Dishwasher	—	18,269
Kitchen Aid Dishwasher	16,457	4,937
Litton Microwave Oven	—	34,765
Litton Microwave Oven & Range	—	11,200
Magic Chef Range	—	22,350
Modern Maid Range	61,560	—
Quasar Microwave Oven	200	39,423
Thermador Waste King Dishwasher	69,254	—
Whirlpool Microwave Oven	13,025	—
TOTAL	187,199	232,261
INSURANCE		
LIFE, HEALTH & MEDICAL INSURANCE		
Aetna Life & Casualty Co.	11,213	15,135
American Guaranty Life Insurance Co.	—	30,246
Bankers Security Life Insurance Society	564	14,370
Blue Cross of Southern California	141,714	309,517
Blue Shield of California	385,462	280,213
Chubb Pacific Indemnity Group	28,814	—
Colonial Penn Life Insurance Co.	31,533	25,309
Gerber Life Insurance Co.	61,054	84,637
Hospital Council of Southern California	62,819	19,076
Insurance Co. of North America	109,440	—
John Adams Life Insurance Co.	14,334	—
Massachusetts Mutual Life Insurance Co.	35,788	9,045
Mutual of Omaha Insurance Co.	33,109	21,945
National Home Life Assurance Co.	90,860	76,737
National Independence Insurance Co.	25,910	—
New York Life Insurance Co.	91,399	95,089
Penn Mutual Life Insurance Co.	25,510	22,980
Physicians Mutual Insurance Co.	35,278	75,417
Puritan Life Insurance Co.	1,559	24,010
State Mutual Life Assurance Co. of America	10,844	—
Travelers Insurance Co.	11,818	3,343
Union Fidelity Life Insurance Co.	18,796	54,989
TOTAL	1,148,567	1,163,058
TOBACCO		
CIGARETTES		
Arctic Lights Menthol	14,483	—
Arctic Lights Menthol & 100s Menthol	170,984	—
Belair King Menthol & 100s Menthol	4,522	11,501
Benson & Hedges Light 100s & Light 100s Menthol	278,348	426,941
Benson & Hedges 100s & 100s Menthol	115,920	196,341
Benson & Hedges 100s Menthol & Light 100s Menthol	59,544	—
Camel	53,918	9,384
Camel Lights	254,284	559,472
Camel Lights & Light 100s	502,221	—
Carlton	685,071	373,819
Carlton 4 Menthol	13,314	1,216
Carlton Light 100s	22,472	14,469
Carlton 100s	8,799	36,938
Carlton 100s & 100s Menthol	17,982	—
Decade 4 Menthol	—	173,814
Doral II 4 Menthol	594,869	—
Fact King & King Menthol	—	52,583
Kent Golden Lights	87,819	141,529
Kent Golden Lights & Golden Lights Menthol	286,383	87,258
Kent Golden Lights Menthol & Golden Light 100s Menthol	26,129	44,178
Kent Golden Lights Multicigarets	182,053	183,258
Kent Golden Light 100s	47,017	—
Kent Golden Light 100s & Golden Light 100s Menthol	239,851	289,152
Kent III	470,904	—
Kent III 4 100s	73,967	—
Kent III 100s	217,077	—
Kent King	—	144,692
Kent King 4 100s	48,620	231,112
Kent Multi. Cigarets	5,551	11,101
Kent 100s	54,316	29,964
Kool King Menthol & 100s Menthol	5,649	144,577
Kool Milds Menthol & Milds 100s Menthol	27,260	—
Kool Multi. Cigarets	—	32,854
Kool Super Lights King Menthol & Super Lights 100s Menthol	1,131	168,870
Kool Super Lights 200s Menthol	4,471	56,875
L&M Lights	—	13,156
L&M Lights & Lights 100s	2,261	145,766
L&M Lights 100s	72,815	186,618
Marlboro	—	39,385
Marlboro Lights & Light 100s	532,814	332,299
Marlboro Light 100s	—	212,885
Marlboro Multi. Cigarets	140,964	159,409
Max 120s & 120s Menthol	5,551	24,217
Merit	58,423	141,318
Merit & Menthol	1,030,858	985,962
Merit & 100s	—	18,666
Merit Menthol	60,730	52,400
Merit Menthol & 100s Menthol	10,305	127,499
Merit 100s	—	10,204
Merit 100s & 100s Menthol	43,487	49,122
More 120s & 120s Menthol	875,925	301,198
Now	174,809	—
Now & Menthol	171,547	295,193
Pall Mall Extra Light	—	29,116
Pall Mall Extra Mild	—	19,782
Pall Mall Light 100s	25,142	28,193
Parliament	11,400	324,903
Parliament King & 100s	—	115,076
Parliament Lights	149,159	—
Parliament Lights & Light 100s	123,881	—
Real & Menthol	399	383,842
Salem Lights Menthol & Light 100s Menthol	756,392	536,388
Salem Menthol	45,144	41,290
Salem Menthol & 100s Menthol	104,516	261,231
Salem 100s Menthol	118,516	—
Saratoga 120s & 120s Menthol	127,143	98,185
Tareyton Lights	1,990	75,472
Tareyton Lights & Light 100s	99,388	141,262
Tareyton Light 100s	3,360	27,652
Triumph & Menthol	592,022	—
True	123,874	19,712
True & Menthol	284,773	198,167
True 100s & 100s Menthol	17,748	—
Vantage	150,025	—
Vantage & Menthol	274,856	4,380
Vantage & 100s	38,573	435,356
Vantage Multi. Cigarets	—	290,197
Vantage Ultra Lights & Ultra Light 100s	392,838	—
Viceroy King	1,000	39,423
Viceroy Rich Lights	15,750	70,256
Viceroy Rich Lights & Rich Light 100s	316,215	58,650
Virginia Slims Lights & Lights Menthol	245,122	—
Winston	118,095	8,918
Winston King	84,884	58,009
Winston King & 100s	—	247,070
Winston Lights King	13,566	—
Winston Lights King & Light 100s	—	148,912
Winston Light 100s	271,465	37,332
TOTAL	12,197,632	9,895,141
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air California	94,042	34,898
American	559,335	683,999
Braniff International	32,238	—
Casino Flight	23,741	387
Continental	246,392	408,928
Delta	488,421	517,214
Eastern	253,053	375,946
Hughes Air West	449,571	34,184
National	401,287	308,237
Northwest Orient	84,382	76,538
PSA	502,879	279,268
TWA	515,268	424,421
United	882,645	1,153,020
Western	456,561	483,407
World	73,938	—
TOTAL	5,063,753	4,781,447
WEARING APPAREL		
AJO Cap Co.	21,709	—
American For Industry	—	22,338
American Wool Council	22,800	136,048
Arrow Shirts	21,561	—
Bali Bra	48,845	44,707
Blackglama Furs	—	22,338
Burlington Socks	—	18,466
Cobbie's Shoes	41,157	11,169
Dillo's Sports Wear	—	10,560
Famolare Shoes	11,400	—
Featherspring	39,019	30,270
Gloria Vanderbilt Apparel	—	18,666
Gloria Vanderbilt Jeans	22,972	—
Haband Co.	30,071	14,156
Hanes Underwear	12,347	—
Hush Puppies	63,139	45,430
International Male	15,973	21,346
Ironwave Pantyhose	—	19,714
Jockey Underwear	28,715	25,262
Keds	—	13,798
Koby's Shoes	70,870	11,458
Lana Lobell	28,981	5,228
Lane Bryant (National)	6,392	11,633
Legge Knee Highs	—	25,262
Legge Pantyhose	—	40,419
Levis Socks	—	20,560
Magic Mold	—	22,338

Los Angeles (cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Maidenform Bra	—	55,998
Maidenform Bra & Panties	82,314	93,330
Maidenform Panties	28,579	3,089
Munsingwear Pajamas	—	11,200
Munsingwear Underwear	24,888	11,200
Nannette Apparel	10,289	—
Naturalizer Shoes	22,812	11,395
No Nonsense Pantyhose	14,562	—
Olga Bra	—	16,793
Olga Lingerie	24,888	—
Personal Sportswear	—	18,666
Playtex Bra	—	43,098
Playtex Girdle	6,643	11,118
Playtex Panties	10,855	—
Take Three Pantyhose	—	10,560
Tria Pantyhose	—	10,560
Van Raalte Pantyhose	—	18,666
Vassarette Lingerie	—	11,169
Vogue Patterns	11,460	—
Warner's Bra	—	25,628
Warner's Bra & Girdle	—	37,332
Wilker Bros. Sleepwear	—	11,200
Wolverine Boots & Shoes	21,709	—
Wool Bureau	24,888	—
Young Smoothie Do A Yard	12,347	—
Young Smoothie Girdle	—	29,104
TOTAL	774,125	1,063,294
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	91,068	33,627
Chevron USA	345,523	9,429
Continental Oil Co.	24,455	—
Exxon	181,281	86,731
Gulf Oil Corp.	57,398	9,799
Mesa Petroleum Co.	13,680	—
Mobil Oil Corp.	310,963	236,349
Shell Oil Co.	33,086	14,071
Texaco	92,140	51,742
Union Oil Co.	61,917	17,245
TOTAL	1,210,511	457,994
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	336,834	417,447
American Pacer	—	15,774
Audi	—	24,181
BMW	332,560	293,291
Buick Division Multi. Cars	49,097	13,988
Buick LeSabre	49,871	—
Cadillac Multi. Cars	84,329	15,455
Cevrolet Chevette	2,267	45,741
Chevrolet Citation	139,506	—
Chevrolet Multi. Cars	92,791	27,528
Chevrolet Malibu	4,498	50,524
Chevrolet Monza	—	75,786
Chrysler Cordoba	24,698	—
Chrysler Corp. Multi. Cars	275,740	4,453
Chrysler Plymouth Multi. Cars	98,645	182,502
Datsun	397,495	128,497
Dodge Aspen	29,520	—
Dodge Colt & Plymouth Champ	95,470	—
Dodge Multi Cars	39,878	184,168
Fiat	114,008	178,295
Fiesta	243,413	83,535
Ford Fairmont	50,856	—
Ford Ltd	23,688	—
Ford Motor Co. (Service)	10,848	—
Ford Mustang	23,845	—
Ford Pinto	48,917	266,338
Ford Thunderbird	22,429	—
General Motor Corp. Multi Cars	366,394	135,855
General Motors Corp (Service)	55,331	—
Honda	34,230	24,568
Jaguar	35,872	62,275
Lancia	34,985	247,324
Mazda	19,384	30,765
Mercedes Benz	27,561	92,582
MG	27,424	15,467
Oldsmobile Cutlass	81,656	60,499
Oldsmobile Delta	36,277	13,394
Oldsmobile Multi. Cars	96,146	62,436
Oldsmobile Omega	47,312	—
Peugeot	361,220	294,168
Plymouth Volare	—	39,792
Pontiac Multi. Cars	57,289	72,464
Porsche	30,189	22,890
Renault	183,561	139,407
Saab	270,555	187,094
Subaru	78,876	133,936
Toyota	310,500	281,796
Triumph	28,819	3,695
Volkswagen	67,548	31,367
Volvo	197,568	268,481
TOTAL	4,920,918	4,093,443

When you're running ahead of the pack...

YOU COULD REST ON YOUR LAURELS

BUT THAT'S NOT HOW WE GOT WHERE WE ARE

Talking about daily circulation in Denver? Let's talk about the Rocky Mountain News FIRST.

The morning News now leads the afternoon Post in daily circulation by 10,822 copies according to the Audit Bureau of Circulations Publishers' statements for the six months ended March 31, 1980.

But the trend isn't new. It's been coming. In the 12 months ended September 30, 1979, the News led the Post by:

12,285 copies in the city zone.
3,521 in the 7-county Denver-Boulder SMSA.
4,316 in the 14-county Denver primary market area, and
3,629 in the 38-county Denver ADI.
811 in the state of Colorado.

Now the latest six-months report of ABC shows the even stronger overall daily circulation lead of 10,822.

And that's only part of the story. It's not only the weekday readers we have—but the kind of readers, as shown by the Belden CMS Denver study released in 1980.

	NEWS	POST
MORE Total Adult Readers	502,000	406,000
MORE Total Men Readers	263,000	217,000
MORE Total Women Readers	239,000	189,000
MORE Total Exclusive Readers	345,000	249,000
MORE Readers With Household Income:		
$25,000 and more	152,000	145,000
$20,000-$24,999	96,000	77,000

		NEWS	POST
More Readers	18-24	89,000	49,000
	25-34	124,000	72,000
	35-44	92,000	75,000
	45-54	86,000	80,000
More College Educated Readers		244,000	240,000

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The Rocky Mountain News

Thanks, Denver. Thanks, Colorado.

NEW YORK (Times, News and Post)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Budweiser	$ —	$ 12,060
Busch	—	12,595
Carlsberg	111,411	—
Golden Champale Malt Liquor	4,838	10,050
Kirin	76,595	31,334
Michelob	84,001	39,635
Schaefer	21,153	32,337
Schaefer Cream Ale	12,908	—
Schlitz	2,637	24,120
Tuborg Gold	72,352	—
TOTAL	385,287	162,132
WINES		
Avia	12,674	—
Beaujolais	23,975	—
Bertani	31,334	52,224
Blanc Foussy	25,832	—
Bordeaux	—	43,656
Bravo Black Rooster	13,868	2,748
Brotherhood Winery	31,508	22,368
Bruna	—	12,060
Buratti	—	12,276
Campari	139,264	87,040
Cartier	—	28,488
Chateau Larose Trintaudon	—	24,024
Colony	21,526	—
Cordon Rouge Champagne	174,080	31,334
Domestica	37,128	21,216
Dubonnet	—	80,077
Duval	—	10,445
Faustino V	—	10,724
Fazi Battaglia	—	17,408
Folonari	12,345	5,960
Gallo	161,946	26,520
Garofoli	52,224	—
Geisenheim	174,820	6,871
Geyser Peak	13,413	4,736
Gran Condal	—	14,928
Great Western Champagne	121,856	—
Hudson Valley Wine Co.	11,157	27,345
Inglenook	—	24,024
Julius Wile	58,726	31,334
Kriter Champagne	57,577	—
Lamberti	39,351	32,352
Langenbach	6,076	23,621
Lanson Champagne	112,517	19,368
Les Charmes	52,569	24,024
Little Rhine Bear	17,292	—
Lunau	26,123	—
Manischewitz	8,333	23,751
Mateus	46,213	5,820
Monterey Vineyards	17,408	11,250
Mouton Cadet	8,840	13,260
Nicolas	21,504	—
Paul Masson	—	43,520
Pedro Domecq	52,224	—
Perrier Joust Champagne	180,806	83,558
Piat	—	10,620
Pinot Grigio	11,791	—
Piper Champagne	123,536	66,523
Premiat	14,113	12,006
Rioja Wine Information Bureau	117,985	48,272
Rozes	13,260	—
Saint Pacome	—	13,590
Schapiro's	16,514	3,735
Sebastiani Vineyards	10,991	41,128
Shogun	121,856	—
Simi	36,805	11,928
Soave	78,613	17,588
Souverain	5,460	15,912
St. Raphael	—	29,898
Taittinger Champagne	52,224	17,408
Taylor	30,879	23,184
Tribuno	13,119	—
Villa Banfi	17,415	—
Wan Fu	13,260	—
Weber	15,919	7,722
Widmer	—	65,020
TOTAL	2,475,789	1,254,954
LIQUORS		
Aalborg Akvavit	10,445	—
Absolut Vodka	52,224	—
Amaretto Di Amore	57,446	52,224
Ambassador Scotch	39,478	45,749
Armagnac Brandy	27,953	—
Arrow Brandy	14,227	54,781
Asbach Brandy	73,114	—
Austin Nichols & Co. Multi. Prods.	99,632	121,856
B&B Liqueur	54,410	20,890
Bacardi Rum	102,721	52,224
Bailey Liqueur	52,224	—
Ballantines Scotch	55,975	89,944
Baron Otard Cognac	29,890	—
Basilica Liqueurs	15,667	—
Beefeater Gin	205,655	233,971
Blaquit Cognac	25,286	—
Black & White Scotch	26,520	—
Bogge Liqueurs	—	87,040
Bombay Gin	80,681	129,394
Boodles Gin	334,234	227,596
Burnett's Gin	—	87,040

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Cafe Benedictine Liqueur	—	20,890
Calvert Gin	81,956	166,216
Canadian Club	115,224	81,906
Cardenal Mendoza Brandy	17,408	—
Carpano Liqueurs	36,567	—
Cattis's Scotch	—	31,865
Chambord Liqueurs	87,040	—
Cheers Cocktails	—	41,580
Cheri Suisse Liqueur	—	20,890
Chivas Regal Scotch	720,262	373,970
Clan MacGregor Scotch	20,890	87,957
Cocktails For Two	206,882	98,520
Cointreau Liqueur	83,558	41,779
Courvoisier Cognac	—	34,816
Cruzan Rum	55,706	69,632
Cutty Sark Scotch	162,342	85,017
Cutty 12 Scotch	—	26,526
DeKuyper Amaretto Liqueur	104,448	52,224
Dewar's White Label Scotch	197,024	91,338
Dewar's 12 Scotch	34,816	—
Drambuie Liqueur	—	87,040
E&J Brandy	3,101	31,334
Finlandia Vodka	171,754	62,869
Frangelico Liqueur	79,335	—
Galliano Liquore	79,950	45,261
Georgia Vodka	58,091	37,721
Glenfiddich Scotch	62,569	—
Glenlivet Scotch	449,128	487,424
Gordon's Gin	110,882	157,585
Gordon's Vodka	73,728	88,008
Grand Marnier Liqueur	121,856	69,632
Haig & Haig Pinch Scotch	121,856	41,965
Hennessy Cognac	52,224	52,224
Houblein Cocktails	56,831	—
Hiram Walker Amaretto	52,224	17,408
Hiram Walker Brandy	17,408	17,408
Hiram Walker Peppermint Schnapps	17,408	17,408
Inver House Scotch	174,129	122,011
Irish Mist Liqueur	27,853	—
Izmira Vodka	17,957	29,163
J&B Scotch	433,748	270,079
Jamaica Rum	—	34,816
Jameson	316,940	147,824
Johnnie Walker Black Label Scotch	311,967	234,858
Johnnie Walker Red Label Scotch	225,344	184,994
Kobrand Multi. Prods.	17,415	32,400
Leroux Brandy	261,120	—
Leroux Liqueur	17,408	—
Lochan Ora Liqueur	191,488	69,632
Majoraka Vodka	137,319	88,194
Malcolm Hereford Cows	—	70,516
Marquis De Caussade Brandy	21,216	7,550
Martell Cognac	57,188	27,186
Midori Liqueur	130,560	20,890
Molinari Liqueur	156,355	—
Mount Gay Rum	36,557	—
Mr. Boston Brandy	99,782	31,865
NE Plus Ultra Scotch	69,632	—
Old Parr Scotch	85,748	—
Old St. Croix Rum	31,334	31,334
Paddy's	12,376	1,768
Passport Scotch	226,304	279,854
Peter Heering Liqueur	31,334	20,890
Polmos Wodka Wyborowa	15,192	47,736
Popov Vodka	—	18,294
Regnier Brandy	26,112	43,520
Regnier Liqueur	17,408	34,816
Remy Martin Cognac	557,056	208,896
Romanoff Vodka	35,495	—
Roarico Rum	227,324	26,554
Royal Salute Scotch	52,224	52,224
Sabra Liqueur	204,901	83,558
Sambuca Romana Liqueur	121,856	120,115
Sambuca Di Galliano	16,445	—
Schenley Multi. Prods.	—	49,836
Schenley OFC	—	42,984
Scotia Royal Scotch	52,245	1,352
Seagram's Crown Royal	261,120	313,344
Seagram's Multi. Prods.	34,830	16,200
Seagram's V O	417,792	365,568
Seagram's 7 Crown	381,422	181,977
Smirnoff Vodka	177,311	173,220
Southern Comfort	170,493	185,878
Stock Amaretto Liqueur	67,891	23,905
Stock Brandy	62,569	41,779
Stock Liqueurs	38,298	—
Stolichnaya Vodka	139,264	69,632
Suntory Royal	52,224	87,040
Tanqueray Gin	104,448	87,040
Teacher's Scotch	—	155,334
Tsing Tao Vodka	17,457	—
Tvarocki Vodka	—	10,486
Vaklova Liqueur	—	41,779
Vandermint Liqueur	91,460	59,187
Vostok Vodka	31,334	—
White Horse Scotch	191,488	226,304
Wild Turkey	139,264	52,224
Wild Turkey Liqueur	—	90,522
TOTAL	11,568,166	8,259,154
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	87,168	26,316
Chock Full O Nuts Ground	12,352	161,656
Celcafe Instant	25,808	—
Folger's Ground	93,921	82,515
Folger's Instant	33,785	—
General Foods International Instant Coffees	76,982	—
High Yield Regular Coffee	—	15,075
Martinson Ground	21,201	—
Maxim Freeze Dried Coffee	126,048	21,768
Maxwell House Ground	25,800	122,175
Maxwell House Ground & Instant	79,439	36,557
Maxwell House Instant	34,816	92,579
Medaglia Doro Ground	57,434	21,750
Mellow Roast Ground & Instant	38,634	33,415
Nescafe Decaffeinated Instant & Instant Coffee	89,519	4,950
Nescafe Instant Decaffeinated	19,350	—
Sanka Coffees	86,118	9,648
Sanka Freeze Dried Decaffeinated	12,900	—
Sunrise Instant	66,539	36,055
Taster's Choice Decaffeinated & Freeze Dried Coffee	48,784	22,050
Taster's Choice Freeze Dried Coffee	33,334	33,334
Yuban Ground & Instant	—	38,092
TOTAL	1,053,359	744,830
SOFT DRINKS—CARBONATED—DIET		
Diet Pepsi	28,767	—
Diet Rite Cola	—	17,487
Pepsi Light	11,040	12,060
TOTAL	39,807	29,547
SOFT DRINKS—CARBONATED—NONDIET		
A&W Root Bear	14,320	8,940
C&C Cola	30,315	79,644
Canada Dry	177,562	25,152
Coca-Cola & Tab	—	15,045
Coti	—	11,920
Dr Pepper	46,797	21,628
Pepsi-Cola	14,691	71,530
Spur Cola	15,050	—
7Up	210,333	6,030
TOTAL	509,058	230,889
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	6,504	10,983
Cuisinart Oven	17,408	—
GE Dishwasher	41,081	69,660
GE Microwave Oven	13,590	—
Kitchen Aid Dishwasher	29,065	9,188
Litton Microwave Oven	—	52,754
Litton Range	—	26,377
Magic Chef Microwave Oven & Range	—	16,380
Magic Chef Range	—	28,440
Maxim Oven	34,816	—
Panasonic Microwave Oven	17,408	6,026
Quasar Microwave Oven	—	29,124
Thermador Waste King Dishwasher	—	20,124
Whirlpool Dishwasher	73,610	78,930
Whirlpool Microwave Oven	22,575	—
TOTAL	256,057	338,666
INSURANCE		
LIFE, HEALTH & MEDICAL		
Aetna Life & Casualty Co.	85,071	126,223
Allstate Insurance Co.	19,061	—
American International Group	96,237	35,881
American Patriot Health Insurance Co.	—	42,833
American Republic Insurance Co.	118,184	69,345
Bankers Multiple Life Insurance Co.	22,382	5,820
Bankers Security Life Insurance Society	15,544	19,107
Berkshire Life Insurance Co.	4,788	12,099
Blue Cross & Blue Shield of Greater New York	308,863	178,444
Commercial Travelers Mutual Insurance Co.	66,231	92,578
GEICO	29,961	70,762
Gerber Life Insurance Co.	619,732	548,379
Health Insurance Plan of Greater New York	134,385	11,288
Home Life Insurance Co. of N.Y.	684	13,718
Insurance Assn. of Connecticut	19,148	—
Insurance Co. of North America	334,940	269,730
Intramerica Life Insurance Co.	337,956	115,116
Life Insurance Cos. in America	—	19,200
Massachusetts Mutual Life Insurance Co.	95,688	58,806
Metropolitan Life Insurance Co.	47,802	26,802
Mutual of Omaha Insurance Co.	48,014	12,900
National Home Life Assurance Co.	237,206	180,915
National Independence Insurance Co.	14,094	42,520
National Life of Vermont	—	11,505

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The Baltimore Sun is read by more coupon users than any other Maryland newspaper. That's why we run 74% of all national Food advertising linage placed in the market's major daily newspapers. (And we run 90% of the national preprint inserts.)

The Baltimore Sun Means Business

Our Media and Marketing package has profiles of your customers in the Baltimore market. Call our Marketing Manager at (301) 332-6240 or CWO&O for your copy.

Source: Media Records, 1979.

New York (cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
New England Life Insurance Co.	19,183	74,991
New York Life Insurance Co.	144,837	153,764
Penn Mutual Life Insurance Co.	53,851	50,064
Phoenix Mutual Life Insurance Co.	77,843	43,260
Royal Globe Insurance Co.	1,458	28,041
Travelers Insurance Co.	36,825	43,643
Union Fidelity Life Insurance Co.	21,842	—
Union Mutual	14,313	—
Washington National Insurance Co.	—	17,963
TOTAL	2,948,221	2,302,794
TOBACCO		
CIGARETS		
Arctic Lights Menthol	303,308	—
Arctic Lights Menthol & 100s Menthol	281,967	—
Benson & Hedges Lights 100s & Lights 100s Menthol	331,772	281,632
Benson & Hedges 100s & 100s Menthol	154,879	290,148
Camel Lights	85,247	869,990
Camel Lights & Light 100s	919,952	—
Camel Light 100s	28,416	—
Carlton	2,219,191	688,035
Carlton & 100s	193,358	—
Carlton 100s	9,309	216,620
Carlton 100s & 100s Menthol	35,886	29,300
Decade	—	17,880
Decade & Menthol	—	261,720
Doral II & Menthol	1,084,084	—
Fact King & King Menthol	—	131,886
Kent	12,900	62,808
Kent Golden Lights	245,417	378,392
Kent Golden Lights & Golden Lights Menthol	700,650	199,392
Kent Golden Lights Menthol & Golden Light 100s Menthol	52,224	63,338
Kent Golden Lights Multi. Cigarets	198,348	240,683
Kent Golden Light 100s	190,437	—
Kent Golden Lights 100s & Golden Light 100s Menthol	200,709	289,506
Kent III	1,033,488	—
Kent III & 100s	120,063	—
Kent III 100s	467,750	—
Kent King	—	200,227
Kent King & 100s	123,811	399,087
Kent 100s	56,631	31,865
Kool King Menthol	23,953	—
Kool King Menthol & 100s Menthol	—	272,918
Kool Milds Menthol & Milds 100s Menthol	45,824	—
Kool Multi. Cigarets	36,845	—
Kool Super Lights King Menthol & Super Light 100s Menthol	218,232	298,588
Kool Super Lights Menthol	31,334	—
Kool Super Light 100s Menthol	—	78,516
L&M Lights	—	36,180
L&M Lights & Light 100s	—	340,248
L&M Lights 100s	180,484	443,188
Lark Lights & Light 100s	343,301	172,080
Marlboro	—	88,752
Marlboro & 100s	78,542	58,542
Marlboro Lights & Light 100s	1,073,228	514,530
Marlboro Light 100s	—	362,149
Marlboro Multi. Cigarets	450,298	308,473
Max 120s & 120s Menthol	—	43,962
Merit	233,142	329,355
Merit & Menthol	1,855,671	989,352
Merit Menthol	195,457	48,148
Merit Menthol & 100s Menthol	98,542	26,554
Merit 100s	5,240	92,021
Merit 100s & 100s Menthol	84,255	40,320
More 120s & 120s Menthol	—	439,629
Newport King Menthol	341,101	10,445
Newport King Menthol & 100s Menthol	—	15,932
Newport Lights King Menthol	87,457	247,890
Newport Multi. Cigarets	45,824	70,339
Now	534,477	—
Now & Menthol	—	341,666
Pall Mall Extra Light	—	112,889
Pall Mall Extra Mild	—	47,848
Pall Mall Light 100s	109,026	99,594
Parliament	—	623,534
Parliament Lights	351,964	—
Parliament Lights & Light 100s	177,822	—
Parliament Light 100s	41,633	—
Raleigh Lights	—	26,554
Raleigh Multi. Cigarets	—	17,408
Real & Menthol	—	483,582
Salem Lights Menthol & Lights 100s Menthol	581,972	489,813
Salem Menthol	284,155	142,775
Salem Menthol & 100s Menthol	28,416	431,353
Salem 100s Menthol	198,909	—
Tareyton Lights	1,343	317,658
Tareyton Lights & Light 100s	204,318	114,747
Tareyton Light 100s	—	94,580
Tareyton Menthol	—	22,043
Triumph & Menthol	1,150,784	—
True	252,033	—
True & Menthol	375,149	273,370
True 100s & 100s Menthol	213,451	—
Vantage	294,236	—
Vantage & Menthol	486,651	—
Vantage & 100s	—	725,408
Vantage Multi. Cigarets	—	434,846
Vantage Ultra Lights & Ultra Light 100s	578,590	—
Viceroy King	—	26,554
Viceroy Rich Lights	108,719	11,840
Viceroy Rich Lights & Rich Light 100s	731,315	138,484
Viceroy Rich Light 100s	45,824	—
Virginia Slims Lights & Lights Menthol	535,707	—
Winston	244,558	18,726
Winston King	170,378	14,721
Winston King & 100s	113,662	220,594
Winston Lights King	28,416	—
Winston Lights King & Light 100s	—	316,890
Winston Light 100s	56,831	—
Winston 100s	142,078	—
TOTAL	22,722,272	15,416,885
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air Florida	57,915	—
Allegheny	87,841	89,904
American	1,814,571	923,227
Braniff International	605,884	619,949
Capitol	85,882	—
Continental	122,371	—
Delta	2,095,983	1,455,328
Eastern	1,286,089	1,229,771
National	1,154,553	727,243
Northwest Orient	3,793	66,000
Pan American World	546,154	11,727
Republic	17,998	—
TWA	1,585,865	980,990
United	1,252,128	1,361,981
USAir	17,100	—
World	72,789	—
TOTAL	10,081,894	7,466,118
WEARING APPAREL		
A OK Bra	17,408	—
Acme Boots	52,224	—
Acrilan Apparel Fiber	17,408	—
Act I Sportswear	17,408	—
Act III Sportswear	17,408	17,408
Acting Up Sportswear	—	17,408
Action Scene Apparel Fiber	17,408	17,408
Adidas Sportswear	15,508	35,510
Adolfo Apparel	43,656	8,840
Aileen Children's Wear	—	17,408
Aileen Sportswear	—	52,224
AJD Cap Co.	45,824	—
Ala Vel Fabrics	—	17,408
Alamac Apparel Fiber	114,893	174,080
Alberoy Sportswear	61,173	56,032
Albert Nipon's Apparel	—	34,816
Alexandre Furs	55,576	14,144
Aloma Coats	10,445	—
Amanda Apparel	26,248	—
American Fur Industry	26,520	17,680
American Wool Bureau	124,781	52,496
Anne Klein Apparel	104,448	—
Anne Klein Boots	—	34,816
Antron III Lingerie	44,200	—
Appel Leisurewear	—	17,408
Aris Gloves	—	17,408
Amel Apparel Fiber	274,194	156,672
Arrow Shirts	104,448	80,077
Austin Hill Suits	17,408	—
Baby Togs	80,632	80,632
Bago Sportswear	27,853	22,712
Ball Bro	73,580	37,171
Ballantyne Sweaters	—	17,408
Banff Ltd. Sweaters	—	14,008
Bass Shoes	41,888	953
Bates Shoes	8,840	34,816
Beldoch Popper Sportswear	21,216	56,032
Beldoch Popper Sweaters	40,120	—
Berkshire Hosiery	19,448	32,136
Bernette Sweaters	—	17,408
Bi Loft Sweaters	132,464	—
Bill Blass Apparel	17,408	8,840
Bill Blass Jeans	34,816	—
Bill Blass Sportswear	34,816	—
Bill Blass Suits	26,248	—
Blackglama Furs	88,400	26,520
Bobbie Brooks Sportswear	—	17,408
Bodin Apparel	—	17,408
Bonjour Jeans	52,224	17,408
Bonnie Cashin Coats	18,512	—

In Philadelphia, The Bulletin delivers the "at home" reader. And the "at home" reader delivers the sales.

The 1979 Belden Study of Shoppers Who Read Philadelphia Newspapers is providing "landmark" findings for advertisers searching for a quality audience.

It compares daily "at home" readers versus "out of home" readers.

With these results:

"At home" readers spend 26% more time with their newspapers.

"At home" readers are more involved with their newspapers — take specific action like clipping an ad or coupon. (84% versus 70%).

"At home" readers make more purchases. (79% versus 65%).

"At home" readers "shop the ads" more often. (46% versus 30%).

"At home" readers make more trips to advertiser stores. (73% versus 58%).

58% of all shoppers who read a Philadelphia newspaper at home read The Bulletin.

That's in the 8-County Metropolitan Area (SMSA) — where The Bulletin's circulation lead over the Inquirer is 108,820. And 90% of Bulletin readers read The Bulletin at home.

The Bulletin delivers the "at home" reader and the "at home" reader delivers the sales.

That's "House Power." And in Philadelphia, only The Bulletin has it.

"Keep on delivering shoppers, Bulletin. That's why you're Number One."

The Bulletin

Morning. Evening. Weekend. Sunday.

Nearly everybody reads The Bulletin

Member Million Market Newspapers, Inc.

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Betany 500	—	17,408
Brave's Underwear	—	34,816
Breckenridge Sportswear	17,680	—
Brooksvalley Apparel	—	35,088
Bruce Jonner Sportswear	17,408	—
Burberry's Coats	—	52,224
Burlington Pantyhose	26,520	—
Burlington Socks	98,483	111,790
Cable Car Clothiers	106,543	69,056
Calabash Sportswear	10,445	—
Calvin Klein Apparel	34,816	—
Calvin Klein Handbags	17,408	—
Calvin Klein Jeans	384,717	17,408
Calvin Klein Scarf	17,408	17,408
Calvin Klein Sportswear	148,184	—
Camp Socks	47,192	—
Candies Sportswear	34,816	—
Career Originals Furs	—	10,445
Carrer Club Shirts	78,472	52,224
Carter's Infants Wear	17,408	17,408
Casualcraft Coats	17,408	—
Cat S Apparel	17,408	—
Catalina Sportswear	—	52,224
Celebrity Purses	—	52,496
Chequers Apparel	17,408	—
Chiccis Panties	—	13,926
Chnica By Bulle Apparel	34,816	—
Christenhild Apparel	36,584	52,224
Christian Dior Apparel	34,816	—
Christian Dior Furs	25,636	10,600
Christian Dior Pajamas	—	10,445
Christian Dior Pantyhose	34,816	26,520
Christian Dior Socks	17,408	—
Civona Apparel	—	20,890
Clarks Shoes	20,506	14,144
Clement Apparel	17,408	—
Clinton Swan Sportswear	17,408	—
Clothshier Sportswear	—	26,112
Cobbies Shoes	153,314	78,628
Collins & Aikman Fabrics	42,685	17,408
Collins & Aikman Furiginals	—	10,445
Cone Fabrics	243,712	104,448
Coogchis Furs	35,350	17,560
Cotton Marketing Organization	17,415	20,634
Country Suburbans Sportswear	52,224	—
Courtoulds Apparel Fiber	34,815	17,408
Crayons Shoes	17,408	—
Cresco Sportswear	17,408	—
Crestan Apparel Fiber	50,928	75,031
Cricketeer Suits	115,301	—
Crompton Apparel	236,749	—
Cuddlecoat Coats	26,248	19,448
Dacron Apparel Fiber	—	61,864
Damart Underwear	11,548	5,616
Dan Post Boots	17,408	—
Dan River Fabrics	422,824	131,240
Danskins Pantyhose	—	17,408
Danskins Sportswear	87,040	52,224
Danskins Swimsuits	34,815	52,224
David Warren Sportswear	—	17,408
De Cor Furs	13,250	—
Designers Luxeion Shirts & Sweaters	17,408	—
Designer's Originals	—	17,408
Devon Sportswear	87,040	69,632
Di Fini Sportswear	10,445	—
Diane Von Furstenberg Coats	20,544	—
Diane Von Furstenberg Dresses	52,224	—
Diane Von Furstenberg Jeans	38,587	—
Diane Von Furstenberg Lingerie	17,408	—
Dingo Boots	17,408	—
Diplomat Pajamas	17,408	—
Dive Elles Swimsuits	17,408	10,764
Doe Spun Childrens Wear	10,445	5,222
Donnkenny Sportswear	17,408	17,680
Drummond Sweaters	46,076	17,408
Dubrowsky & Joseph Furs	—	12,213
Alfred Dunner Sportswear	52,224	34,816
Dupont Apparel Fiber	61,336	19,466
Eagle Clothes	34,815	21,288
Echo Scarfs	61,064	97,621
Edmon Apparel	17,408	17,408
Egon Von Furstenberg Apparel	52,510	—
Ellen Tracy Sportswear	87,040	191,488
Emba Mink	69,632	52,224
Emily Sportswear	18,508	10,600
Enka Apparel Fiber	193,256	191,488
Etienne Aigner Apparel	—	17,408
Faberge Sportswear	17,408	—
Fairfield Sportswear	34,816	—
Famolare Shoes	51,928	24,918
Featherspring	7,143	17,656
Fire Islander Sportswear	139,264	69,632
First Editions Apparel	15,687	—
Florsheim Shoes	115,950	115,387
Forecaster of Boston Coats	52,224	17,408
Formfit Rogers Bra	17,680	12,376
Fortrel Apparel Fiber	99,387	165,456
Franck Oliver	17,408	—
Franklin Fashions	34,458	—
Friedricks Sportswear	—	17,680
Frye Boots	92,670	—
Funky Apparel	45,261	—
Gallord Blouses	17,408	—
Galian Fabrics	17,408	—
Geoffrey Beene Apparel	91,064	40,170
Gino Pompeii Ties	15,912	10,109
Givenchy Pantyhose	34,816	52,224
Glen Oaks Slacks	—	69,632
Gleneagles Apparel	17,408	26,248
Gloria Vanderbilt Blouses	—	69,632
Gloria Vanderbilt Jeans	186,193	—
Goldin Feldman Furs	21,216	—
Gordon Sportswear	97,240	61,880
Gould Apparel	—	17,408
Sidney Gould Sweaters	90,522	76,995
Grasshoppers Shoes	32,463	9,793
Great Vibes Apparel	17,408	17,408
Greenwood Fabrics	34,816	17,408
Hilland Co	276,052	236,324
Hagger Suits	10,458	—
Hale Heel Co	8,420	11,648
Halston Apparel	17,468	—
Halston Swimwear	—	17,408
Hammonton Park Sport Jacket	17,408	—
Hanes Underwear	17,649	—
Happy Legs Sportswear	55,760	34,816

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Harbor Master Raincoats	69,632	26,248
Hardwick Suits	17,408	10,445
Harve Benard Coats	53,040	—
Haspel Suits	34,816	52,224
Hathaway Shirts	87,312	61,234
Hay Pence Dresses	17,408	—
HBA Furs	35,360	15,912
Health Tex Childrens Wear	141,005	121,856
Hi Bulk Socks	17,680	—
House of Weil Suits	17,680	—
Hush Puppies	110,560	82,977
Infiel Trend Dresses	52,224	—
Intuitions Sportswear	17,408	26,248
ITT Rayonier Apparel Fiber	17,408	—
Izod Sportswear	34,816	8,848
J. G. Hook Apparel	17,408	—
J H Apparel	—	61,864
Jack Mwiqueen Dresses	17,408	—
Jaeger Apparel	34,816	—
Jan Originals Furs	—	14,144
Jane Colby Sportswear	—	52,224
Jaymar Ruby Sportswear	10,445	—
Jazzie Sportswear	20,890	5,304
Jo Matthews Fabrics	—	10,445
Jockey Underwear	28,416	26,554
John Weitz Clothes	120,071	37,670
Jones New York	141,141	121,856
Jones New York Ties	10,445	—
Jordache Jeans	280,268	—

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Judy Bond Apparel	—	17,408
K M Flock Sportswear	—	17,408
Kay Windsor Dresses	156,672	17,408
Kay Windsor Sportswear	—	52,224
Kaynee Boys Shirts	—	17,408
Keds	—	13,926
Kid Power Shoes	6,963	13,926
Kimberly Sportswear	—	34,816
Kinney Shoes	10,445	—
Klopman Fabrics	264,616	175,821
Kodel Apparel Fiber	103,115	121,856
Koret of California Apparel	17,408	—
LaCosta Sport Jacket	45,424	—
Lady Arrow Apparel	—	10,445
Lady Arrow Shirts	17,408	34,816
Lady Devon Sportswear	69,632	34,816
Lady Manhattan Shirts	131,240	78,744
Lady Queen Sportswear	87,040	55,706
Lakeland Jackets	15,912	36,096
Lambda Apparel Fiber	—	10,445
Lane Bryant	—	11,344
Lanvin Shirt	—	17,408
Lee Mar Blouses	—	10,445
Lee Sportswear	27,853	17,408
Lee Suits	17,408	—
Lingge Pantyhose	—	15,932
Leo Chevalier Furs	—	17,408
Leopold Brothers Furs	10,816	—
Leslie Fay Dresses	69,632	52,224

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Level I Apparel	52,276	13,926
Levi's Jeans	34,816	—
Levi's Socks	15,749	10,445
Lily of France Bra & Panties	17,408	—
Lilyette Bra	26,520	—
Living Jeans	18,240	—
London Fog Coats	104,448	17,408
London Fog Raincoats	34,816	43,656
London Fog Sport Jackets	—	17,408
Long Time Friend Sportswear	17,408	—
Lovk Suits	52,224	17,408
Lucky Tops & Bottoms	148,184	104,720
Lycra Apparel Fiber	95,621	119,340
Mademoiselle Furs	26,520	—
Magic Maid	166,470	141,970
Maidenform Bra	17,408	87,924
Maidenform Bra & Panties	241,919	113,594
Maidenform Lingerie	71,373	—
Maidenform Panties	34,816	19,568
Maidenform Sleepwear	—	34,816
Main Street Coats	3,536	10,600
Mainstream Swimsuits	17,408	17,408
Manhattan Shirts	—	38,557
Marisa Christina Apparel	14,170	—
Marvin Richard Ltd. Furs	22,984	—
Marx Haas Suits	44,200	—
Maximillian Furs	17,680	—

Buy the news that comes in first.

The Los Angeles Herald Examiner took 5 out of 9 first place honors in the Los Angeles Press Club's 22nd annual awards competition.

The other major Los Angeles newspaper received one first place award.

These honors confirm what our readers already know. That the Herald Examiner is a newspaper for the 1980s. To the point. Alive. Personal. The kind that comes in first.

Los Angeles Press Club Awards:

Best Editorial
—Los Angeles Herald Examiner

Best News Story Under Deadline
—Los Angeles Herald Examiner

Best News Story Not Under Deadline
—Los Angeles Herald Examiner

Best Action News Photo
—Los Angeles Herald Examiner

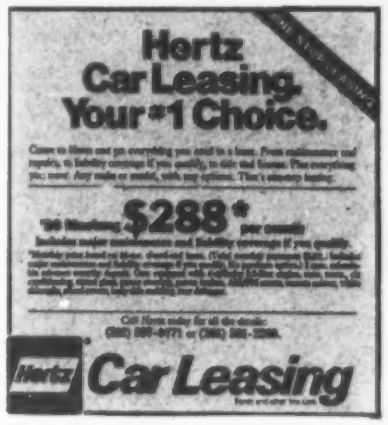
Best Feature Photo
—Los Angeles Herald Examiner

Los ANGELES
HERALD EXAMINER

Represented nationally by Hearst Advertising Service, Inc.

New York (Cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
McGregor Sportswear	28,999	26,520
Melange Sportswear	—	17,408
Merit Suits	34,816	17,408
John Meyer Sportswear	17,408	34,816
Mighty Mac Apparel	—	17,408
Millord Apparel Fiber	—	17,408
Milliken Fabrics	36,557	—
Mindy Malone Apparel	—	17,408
Mink International	17,680	17,680
Misty Harbor Ltd.	69,632	69,240
Monsanto Apparel Fiber	17,680	[illegible]
Moodys Goose Sportswear	—	17,408
Ms. Candies Jeans	17,408	—
Munsingwear Prods.	40,477	—
Murjani International	17,416	—
Nannette Apparel	27,853	39,890
Naturalizer Shoes	5,186	13,291
No Nonsense Pantyhose	14,500	12,418
Nomello Apparel Fiber	—	52,224
Old Maine Trotters	—	17,408
Oleg Cassini Suits	17,408	—
Oscar De La Renta Sportswear	17,408	—
Palm Beach Suits	34,816	52,224
Pandora Knitwear	—	52,224
Paul Sullivan Sportswear	10,445	—
Pelican Sweaters	—	17,408
Pendleton Apparel	69,632	—
Pepperell Fabrics	113,288	—
Perception Apparel	24,371	6,963
Personal Apparel	—	17,408
Pierre Cardin Belts	17,408	52,224
Pierre Cardin Shoes	15,912	14,144
Pioneer Children's Wear	17,408	—
Playtex Bra	—	51,843
Playtex Girdle	10,119	29,209
Playtex Panties	14,208	—
Poirette Bra	19,552	—
Polar Guard Coats	10,445	—
Pologeorges Furs	25,112	14,144
Pringle of Scotland Sweaters	34,816	17,408
Prophecy Apparel	28,890	—
Puritan Sportswear	—	73,114
Quiana Apparel Fiber	69,632	139,264
QMB 2 Furs	30,056	—
Queen Casuals Sportswear	186,672	208,896
R & K Originals Dresses	—	17,408
Rafique Sportswear	—	19,176
Ralph Lauren Apparel	26,248	17,408
Ralph Lauren Boots	102,950	—
Ralph Lauren Furs	17,408	8,840
Ralph Lauren Sportswear	282,010	—
Reyon Fabrics	17,680	88,128
Red Cross Shoes	67,470	19,491
Rhoda Lee Blouses	10,445	—
Rosanna Knitwear Sportswear	—	10,445
Rose Marie Reid Swimwear	17,408	17,408
Route One Apparel	17,408	—
Roxanne Apparel Fiber	—	17,408
Roxanne Swimsuits	17,408	—
RPM Apparel	17,408	—
Rugger Sportswear	—	17,408
Runaway Bay Sportswear	—	17,408
Russ Togs	69,632	26,112
Russel Taylor Furs	—	10,445
Saga Furs	26,248	8,840
Sanforized Apparel Fiber	227,341	53,040
Sasson Jeans	87,040	8,840
Scholl Shoes	19,891	39,099
Schrader Sportswear	17,408	17,408
Sero Shirts	52,224	—
Smart Pants	63,104	21,443
Socialites Shoes	19,389	—
Solwear	—	13,277
Spalding Socks	10,445	—
Sports Shoes	16,068	—



Hertz Corp.: Scali McCabe Sloves, New York.

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Spring Mills Fabrics	17,408	—
Stanley Blacker Sport Jacket	210,537	121,856
Station Square Sportswear	10,508	12,376
Stephens Casuals	—	17,408
J. P. Stevens & Co.	62,569	35,092
Stranjac Coats	17,408	34,816
Studio 54 Jeans	17,408	—
Subtract Girdle	12,376	—
Sun Aretl Apparel	191,488	—
Suede 21 Fabrics	17,408	—
Swank Belts	69,632	—
Swirl Apparel	71,400	—
Talbott Apparel	260,544	85,244
Talon's Zippers	139,264	87,040
Team Spirit Sportswear	34,816	—
Topper Collection Furs	7,072	10,508
Thomson Pants	—	20,944
Thomson Slacks & Lady Thomson Skirts	17,408	—
Timberland Boots	62,004	41,798
Today's Dacron Sportswear	—	17,408
Tour de France Jeans	69,632	—
Tracy Apparel	—	17,408
Trevira Era Fabrics	232,403	165,376
Trimfit Hosiery	34,816	34,816
Trissi Sportswear	92,376	147,961
Tudor Square Suits	34,816	—
Turtle Box Sportswear	—	17,408
Underoos Underwear	—	17,860
Van Heusen Shirts	104,448	123,597
Vera Sportswear	87,040	—
Wagner Furs	12,376	3,536
Warmer Gloves	—	10,445
Warner's Bra	10,445	43,086
Warner's Bra & Panties	—	34,816
Weatherbee Coats	31,824	14,144
White Stag Sportswear	—	34,816
Wintuk Apparel Fiber	—	38,298
Wrangler Sportswear	104,448	34,816
Wuliachleger Fabrics	17,408	17,408
YKK Zippers	52,224	17,408
Young Smoothie Do a Yard	10,445	—
Young Steff Apparel	—	17,680
Zany Kaynee Children Wear	17,408	—
Zona Sportswear	17,408	—
Zod Sportswear	—	17,408
TOTAL	15,851,541	10,088,665
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	154,521	95,140
Cam 2 Motor Oil	12,540	—
Chevron U.S.A.	373,373	—
Cities Service Co.	87,275	—
Continental Oil Co.	29,606	19,280
Exxon	376,819	153,403
Getty Oil Co.	121,256	—
Gulf Oil Corp.	143,594	13,270
Hess Oil Co.	—	35,296
Mobil Oil Corp.	1,176,271	678,965
Pennzoil Co.	15,904	—
Shell Oil Co.	15,557	—
Sun Oil Co.	3,354	49,790
Texaco	154,293	95,907
TOTAL	2,581,276	1,133,961
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	216,871	273,194
American Motor Corp. Service	11,162	—
Audi	—	17,736
BMW	385,227	284,957
British Leyland Multi. Cars	4,682	22,148
Buick Multi. Cars	39,192	20,996
Buick Electra	2,683	121,856
Buick LeSabre	177,100	—
Cadillac Multi. Cars	177,827	62,994
Cadillac Eldorado	34,816	36,557
Cadillac Seville	53,965	17,408
Chevrolet Caprice	58,208	—
Chevrolet Caprice & Chevrolet Impala	19,140	—
Chevrolet Chevette	—	66,272
Chevrolet Citation	183,846	—
Chevrolet Multi. Cars	149,325	37,050
Chevrolet Malibu	—	118,795
Chevrolet Monza	—	43,962
Chrysler Corp. Multi. Cars	450,527	10,351
Chrysler New Yorker	76,217	—
Chrysler-Plymouth Multi. Cars	748,282	69,870
Datsun	543,354	50,736
Dodge Aspen	28,710	—
Dodge Challenger	—	34,816
Dodge Colt	—	17,408
Dodge Diplomat	—	123,597
Dodge Multi. Cars	—	141,511
Dodge Omni	28,710	123,471
Dodge St. Regis	—	17,408
Fiat	85,634	27,835
Ford Multi. Cars	23,508	19,054
Ford Motor Co. (Service)	36,555	—
Ford Pinto	—	183,234
Foreign Multi. Cars	50,616	11,568
General Motors Corp.		

96.0 (PROOF)

Houston Liquor Retailers gave 96.0% of their full-run advertising linage to The Houston Post in 1979. Proof that The Houston Post is the Number One media choice of Liquor Retailers in Houston.

Source: Media Records

The Houston Post
We Get There First And Stay All Day

Represented Nationally by Branham Newspaper Sales

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Multi. Cars	629,487	164,628
General Motors Corp. (Service)	105,265	—
Honda	116,292	15,336
Jaguar	23,623	75,257
Lancia	38,576	253,993
Mazda	45,824	—
Mercedes-Benz	175,542	105,718
MG	62,687	82,087
Oldsmobile Cutlass	92,250	23,016
Oldsmobile Delta	138,530	—
Oldsmobile Multi. Cars	133,291	—
Peugeot	505,894	246,683
Plymouth Horizon	—	92,189
Plymouth Volare	—	66,220
Pontiac Division Multi. Cars	22,932	25,690
Renault	123,423	12,658
Rolls-Royce	104,952	78,744
Saab	371,952	121,686
Subaru	69,501	27,402
Toyota	376,073	491,844
Triumph	33,495	34,530
Volkswagen	25,593	46,231
Volvo	141,419	281,290
TOTAL	6,434,044	4,209,989

PHILADELPHIA (BULLETIN, INQUIRER AND NEWS)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Michelob Light	—	$ 20,915
Molson	—	42,891
Schaefer	—	13,884
Schlitz	$ 50,116	36,151
TOTAL	50,116	113,841
WINES		
Chateau Luzerne	6,738	46,477
Chianti	11,208	—
Christian Brothers	—	13,240
Emo Pio	21,513	
Widmer	—	72,915
TOTAL	39,459	132,632
LIQUORS		
Ambassador Scotch	—	10,752
Bacardi Rum	21,900	10,347
Beefeater Gin	176,642	24,165
Burke & Barry	62,363	—
Calvert Extra	210,146	21,883
Canadian Club	42,106	20,548
Canadian Mist	80,556	107,519
Catto's Scotch	31,977	—
Clan MacGregor Scotch	3,472	16,548
Cocktails For Two	35,093	37,889
Cointreau Liqueur	45,441	—
Coronet Brandy	—	12,528
Dewar's White Label Scotch	62,308	56,926
Gilbey's Gin	23,350	—
Gordon's Gin	—	10,635
Grand MacNish Scotch	34,491	68,795
Hiram Walker Multi. Prods.	—	27,241
Imperial	92,229	71,338
Inver House Scotch	50,680	19,874
J & B Scotch	40,323	65,309
Jim Beam	43,218	38,334
Kamora Liqueur	16,360	—
MacNaughton	41,809	74,835
Malcolm Hereford Cows	—	44,790
Mr. Boston Cocktails	13,324	—
Old Grand Dad	17,182	7,083
Passport Scotch	—	85,782
Regnier Liqueur	34,159	—
Schenley Multi. Prods.	70,226	38,741
Schenley Reserve	—	34,198
Seagram's Multi. Prods.	46,699	—
Seagram's 7 Crown	60,481	14,357
Sillignac Cognac	15,126	—
Skol Multi. Prods.	—	10,637
Smirnoff Vodka	21,642	153,458
Southern Comfort	94,072	66,547
Wild Turkey	45,441	42,891
Windsor Supreme	—	31,507
TOTAL	1,532,816	1,160,449
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	30,298	—
Folger's Ground	34,150	5,820
Folger's Instant	13,466	—
General Foods International Instant Coffees	20,616	6,533
High Yield Regular Coffee	—	12,478
Maxim Freeze Dried Coffee	40,375	12,063
Maxwell House Ground	—	17,991
Maxwell House Ground & Instant	39,231	—
Maxwell House Instant	9,027	42,016
Mellow Roast Ground & Instant	7,332	45,380
Nescafe Decaffeinated Instant & Instant Coffee	43,458	17,603
Nescafe Instant Decaffeinated	10,467	—
Sanka Coffees	24,205	3,327
Sunrise Instant	14,705	40,552
Taster's Choice Decaffeinated & Freeze Dried Coffe	32,861	2,873
Taster's Choice Freeze Dried Coffee	28,751	14,611
TOTAL	349,832	221,227
SOFT DRINKS— CARBONATED—DIET		
Diet Pepsi	15,456	—
Fresca & Tab	—	11,600
Pepsi Light	10,281	
TOTAL	25,777	11,600
SOFT DRINKS— CARBONATED—NONDIET		
Aspen	10,304	—
Bubble Up	—	104,200
C&C Cola & Diet C&C Cola	14,088	—
Canada Dry	58,478	41,332
Canada Dry & Diet Canada Dry	—	11,622
Coca-Cola	—	26,695
Diet Pepsi & Pepsi	9,918	19,230
Diet Rite Cola & RC Cola	10,777	—
Diet 7Up & 7Up	—	33,502
Faygo & Diet Faygo	10,046	—

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Franks	16,963	6,719
Hires Root Beer & Orange Crush	—	14,056
Mars Root Beer & Diet Root Beer	17,472	—
RC Cola	544	27,821
7Up	117,963	31,668
TOTAL	266,655	319,825
HOUSEHOLD EQUIPMENT AND APPLIANCES		
RANGES, STOVES & DISHWASHERS		
Amana Radarange	70,243	36,137
Caloric Range	—	22,085
GE Dishwasher	28,498	33,571
GE Microwave Oven	48,500	—
GE Range	—	10,273
GE Microwave Oven & Range	—	27,999
Kitchenaid Dishwasher	83,423	54,899
Litton Microwave Oven	27,328	27,867
Litton Microwave Oven & Range	18,873	—
Litton Range	—	11,450
Quasar Microwave Oven	—	19,142
TOTAL	276,865	243,423
INSURANCE		
LIFE, HEALTH & MEDICAL		
American Council of Life Insurance	—	17,668
Bankers Life & Casualty Co.	13,656	10,023

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Blue Cross of Greater Philadelphia & Pennsylvania Blue Shield	134,905	148,988
CNA Insurance Co.	13,129	—
Colonial Penn Life Insurance Co.	80,350	66,274
Germantown Life Insurance Co.	90,207	95,461
Hospital Service Plan of NJ	37,212	35,851
Inter County Hospitalization Plan	—	12,249
Liberty Mutual Insurance Co.	12,478	19,658
Massachusetts Mutual Life Insurance Co.	13,442	12,053
Mutual of Omaha Insurance Co.	9,037	10,650
National Home Life Assurance Co.	48,826	92,613
National Independence Insurance Co.	—	13,890
New York Life Insurance Co.	26,219	57,690
Penn Mutual Life Insurance Co.	11,309	16,931
Pennsylvania Blue Shield	12,952	—
Union Fidelity Life Insurance Co.	4,417	20,361
Washington Square Life Insurance Co.	38,355	—
TOTAL	537,485	630,350
TOBACCO		
CIGARETS		
Arctic Light Menthol	128,241	—

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Arctic Lights Menthol & 100s Menthol	126,442	—
Arctic Light 100s Menthol	33,217	—
Belair King Menthol & 100s Menthol	18,154	59,446
Benson & Hedges Light 100s & Light 100s Menthol	137,624	267,915
Benson & Hedges Multi. Cigarets	—	42,196
Benson & Hedges 100s & 100s Menthol	58,982	52,462
Camel Lights	58,982	334,532
Camel Lights & Light 100s	349,376	—
Camel Lights 100s	58,982	—
Carlton	677,785	400,598
Carlton & 100s	63,767	—
Carlton 100s	11,856	57,947
Decade	—	53,226
Decade & Menthol	—	102,062
Doral II & Menthol	388,697	—
Fact King & King Menthol	—	19,142
Kent	—	40,574
Kent Golden Lights	70,382	174,134
Kent Golden Lights & Golden Lights Menthol	271,907	138,772
Kent Golden Lights Menthol & Golden Light 100s Menthol	15,147	70,812
Kent Golden Lights Multi. Cigarets	78,642	106,214

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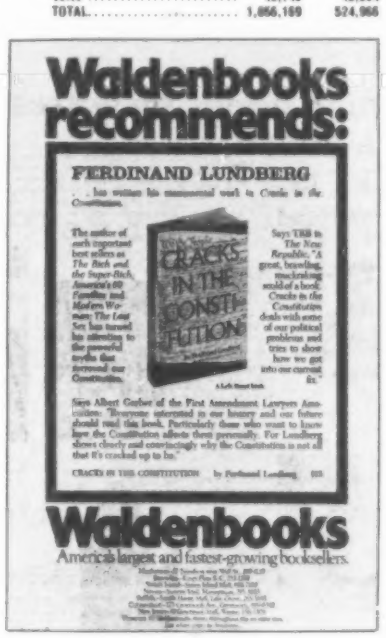
Philadelphia (Cont.)

CATEGORIES & BRANDS	INVESTMENTS 1979	1978
Kent Golden Light 100s	56,788	—
Kent Golden Light 100s & Golden Light 100s Menthol	160,489	114,747
Kent III	372,197	—
Kent III & 100s	49,355	—
Kent III 100s	174,873	—
Kent King	—	69,728
Kent King & 100s	56,709	211,006
Kent 100s	—	31,996
Kool King Menthol & 100s Menthol	—	133,570
Kool Milds Menthol & Mild 100s Menthol	44,660	—
Kool Mild 100s Menthol	108,538	—
Kool Multi. Cigarets	—	13,261
Kool Super Lights King Menthol & Super Light 100s Menthol	4,514	167,017
Kool Super Lights Menthol	71,988	—
Kool Super Light 100s Menthol	96,363	38,165
L&M Lights & Light 100s	31,714	125,670
L&M Light 100s	152,894	193,167
Lark Lights & Light 100s	104,980	295,402
Marlboro Lights & Light 100s	455,615	311,372
Marlboro Light 100s	—	158,741
Marlboro Multi. Cigarets	121,178	188,688
Merit	102,500	177,696
Merit & Menthol	746,630	573,952
Merit Menthol	78,232	84,262
Merit Menthol & 100s Menthol	78,232	—
Merit 100s	2,533	41,446
Merit 100s & 100s Menthol	60,645	6,308
More 120s & 120s Menthol	76,730	243,287
Newport King Menthol	147,003	77,631
Newport Lights King Menthol	46,699	93,644
Newport Multi. Cigarets	23,350	35,020
Now	230,123	—
Now & Menthol	—	12,067
Pall Mall Extra Light	—	36,490
Pall Mall Extra Mild	—	14,738
Pall Mall Light 100s	45,623	29,412
Parliament	10,248	422,776
Parliament Lights	147,203	—
Parliament Lights & & Light 100s	90,217	—
Parliament Light 100s	23,350	—
Raleigh Lights	—	43,070
Real & Menthol	—	257,584
Salem Lights Menthol & Light 100s Menthol	866,557	355,609
Salem Menthol	183,065	76,330
Salem Menthol & 100s Menthol	—	190,825
Salem 100s Menthol	129,597	—
Tareyton Lights	—	83,275
Tareyton Lights & Lights 100s	42,483	158,220
Tareyton Light 100s	—	44,444
Triumph & Menthol	584,040	—
True	149,984	19,083
True & Menthol	93,258	150,487
Vantage	112,302	—
Vantage & Menthol	225,293	—
Vantage & 100s	—	147,628
Vantage Multi. Cigarets	—	89,063
Vantage Ultra Lights & Ultra Lights 100s	309,998	—
Viceroy Rich Lights	—	44,697
Viceroy Rich Lights & Rich Light 100s	3,532	40,835
Virginia Slims Lights & Lights Menthol	235,152	—
Winston	164,301	4,730
Winston King	153,512	15,642
Winston King & 100s	60,588	199,594
Winston Lights King	231,413	—
Winston Lights King & Light 100s	4,514	200,456
Winston Light 100s	208,497	—
Winston Multi. Cigarets	18,802	—
Winston 100s	187,578	—
TOTAL	10,405,049	7,939,801
TRANSPORTATION		
AIRLINES, DOMESTIC		
Allegheny	27,240	43,078
American	173,445	183,930
Braniff International	87,331	—
Delta	173,399	130,003
Eastern	109,396	157,673
Midway	15,226	—
Northwest Orient	43,580	37,850
Republic	71,858	—
TWA	57,237	45,898
United	239,867	248,903
US Air	27,201	—
Wright	11,047	14,496
TOTAL	1,036,827	861,831
WEARING APPAREL		
Bali Bra	7,687	23,732
Hush Puppies	38,430	38,329
Jumping Jack Shoes	10,125	—
L'eggs Pantyhose	4,883	10,472
Maidenform Bra	2,242	16,280
Maidenform Bra & Panties	41,412	9,520
Playtex Bra	—	10,295
Sheer Indulgence Pantyhose	—	19,840
Wolverine Boots & Shoes	49,533	25,671
Wool Bureau	13,112	14,362
TOTAL	158,424	167,720
GASOLINE & OIL COMPANIES		
Exxon	56,001	10,784
Mobil Oil Corp.	17,237	2,972
Shell Oil Co.	18,817	456
TOTAL	92,055	14,212
PASSENGER CARS (NEW)		
FACTORY		
American Motors Corp. Multi. Cars	19,958	—
BMW	32,327	—
Buick LeSabre	37,538	—
Cadillac Multi. Cars	24,028	3,922
Chevrolet Citation	27,117	—
Chevrolet Multi. Cars	72,296	19,960
Chevrolet Malibu	—	21,668
Chevrolet Monza	—	10,495
Chevrolet Nova	—	36,398
Chrysler Corp. Multi. Cars	137,786	16,015
Datsun	56,337	16,456
Dodge Aspen	—	18,485
Dodge Multi. Cars	41,513	17,724
Ford Multi. Cars	97,721	21,257
Ford Fairmont	41,270	—
Ford Ltd.	19,584	—
Ford Pinto	—	83,895
Ford Thunderbird	27,940	—
General Motor Corp. Multi. Cars	185,386	44,679
General Motors Corp. (Service)	31,175	—
Lancia	—	15,652
Mercedes-Benz	8,996	28,386
Oldsmobile Cutlass	20,253	13,924
Oldsmobile Delta	41,956	—
Oldsmobile Multi. Cars	24,455	10,314
Plymouth Volare	—	13,772
Pontiac Multi. Cars	13,102	21,482
Renault	52,547	—
Saab	69,681	3,366
Toyota	33,846	55,686
Volkswagen	8,549	13,262
Volvo	42,749	42,284
TOTAL	1,856,169	524,966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SAN FRANCISCO/OAKLAND (Chronicle, Examiner, Examiner & Chronicle and Tribune)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Budweiser	$ 1,584	$ 10,128
Coors	31,491	49,472
Hamms	15,270	—
Henry Weinhard	2,529	42,741
Lowenbrau	—	32,067
Michelob	—	30,785
Molson	52,673	38,274
Olympia	13,234	12,239
Schlitz	41,547	16,792
Tuborg Gold	28,423	4,164
TOTAL	186,751	236,662
WINES		
Beaulieu Vineyard	2,471	10,809
Campari	60,231	63,954
Julius Wiles	5,019	28,127
Monterey Vineyards	40,154	—
St. Raphael	—	15,875
Taylor	10,077	—
TOTAL	117,952	119,766
LIQUORS		
Absolut Vodka	18,275	—
Ancient Age	73,475	59,814
B & B Liqueur	14,054	—
Bacardi Rum	23,791	1,684
Beefeater Gin	43,235	44,127
Black & White Scotch	10,359	11,182
Black Velvet	—	54,398
Calvert Extra	30,743	—
Canadian Club	12,595	5,477
Cheers Cocktails	—	15,086
Chivas Regal Scotch	—	46,181
Cocktails For Two	40,703	39,311
Daviess County	10,391	—
DeKuyper Amaretto Liqueur	15,170	—
DeKuyper Peppermint Schnapps	—	10,787
Desmond & Duff Scotch	12,646	—
Dewar's White Label Scotch	—	27,596
E & J Brandy	57,372	63,225
Early Times	—	10,145
Gilbey's Gin	11,471	—
Gordon's Gin	16,326	16,295
Gordon's Multi. Prods.	—	32,163
Hennessy Cognac	23,911	23,837
Heublein Cocktails	36,116	—
J & B Scotch	41,168	16,898
Jameson	50,193	52,774
Jim Beam	16,770	26,486
Johnnie Walker Red Label Scotch	1,454	11,501
Jose Cuervo Tequila	58,626	—
Julius Wiles Multi. Prods.	12,648	—
Kessler	38,524	83,294
Kirkland Multi. Prods.	—	21,865
Malcolm Hereford Cows	—	31,062
Mr. Boston Cocktails	—	21,437
Peter Dawson Scotch	39,984	83,269
Ronrico Rum	—	41,383
Schenley Multi. Prods.	—	16,216
Seagram's Multi. Prods.	—	21,677
Seagram's 7 Crown	17,003	13,896
Silverado Vodka	36,946	—
Smirnoff Vodka	—	45,219
Southern Comfort	68,952	74,749
Tuaca Liqueur	—	26,117
Vaklova Liqueur	—	16,876
White Horse Scotch	120,462	12,408
Wild Turkey	54,460	60,121
TOTAL	1,033,231	1,136,640
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	37,069	—
Folger's Ground	12,489	2,398
General Foods International Instant Coffees	96,763	14,873
Maxim Freeze Dried Coffee	29,960	14,730
Mellow Roast Ground & Instant	2,233	28,943
MJB Ground	38,188	8,801
Nescafe Decaffeinated Instant & Instant Coffee	26,720	8,440
Sunrise Instant	19,288	18,840
Taster's Choice Decaffeinated & Freeze Dried Coffee	15,232	17,217
Yuban Ground & Instant	25,445	12,721
TOTAL	281,389	114,892
SOFT DRINKS—		
CARBONATED		
Bubble Up	—	49,328
C & C Cola	28,697	—
Canada Dry	11,886	8,298
Canada Dry & Diet Canada Dry	790	33,467
Coca-Cola & Tab	—	11,451
Dad's Root Beer	—	12,238
7Up	71,251	3,856
TOTAL	110,624	109,622
HOUSEHOLD EQUIPMENT & APPLIANCES		
RANGES, STOVES & DISHWASHERS		
GE Dishwasher	22,851	—
GE Microwave Oven	30,638	11,664
Kitchen Aid Dishwasher	22,074	1,757
Litton Microwave Oven	—	18,957
Magic Chef Microwave Oven & Range	—	14,714
Thermador Waste King Dishwasher	13,744	—
TOTAL	89,307	47,092
INSURANCE		
LIFE, HEALTH & MEDICAL		
Blue Cross of Northern Cal.	266,876	277,615
Blue Shield of Cal.	118,751	117,664
Certified Life Insurance Co.	—	11,326
Mutual of Omaha Insurance Co.	24,841	11,781
National Home Life Assurance Co.	21,686	77,891
New York Life Insurance Co.	34,593	28,292
Physicians Mutual Insurance Co.	6,273	13,758
Travelers Insurance Co.	11,431	4,740
TOTAL	484,453	542,977
TOBACCO		
CIGARETTS		
Arctic Lights Menthol	43,285	—
Arctic Lights Menthol & 100s Menthol	68,105	—
Belair King Menthol & 100s Menthol	5,814	13,932
Benson & Hedges Light 100s & Light 100s Menthol	185,312	238,844
Benson & Hedges Multi. Cigarets	—	21,437
Benson & Hedges 100s & 100s Lights Menthol	24,438	73,968
Benson & Hedges 100s Menthol & Light 100s Menthol	32,433	7,513
Camel	100,263	32,632
Camel Lights	121,709	265,363
Camel Lights & Light 100s	223,762	—
Carlton	448,869	244,578
Carlton & 100s	36,746	—
Carlton 100s	—	29,832
Carlton 100s & 100s Menthol	11,486	8,133
Decade	—	20,275
Decade & Menthol	—	103,057
Doral II & Menthol	267,883	—
Fact King & King Menthol	—	32,938
Kent Golden Lights	80,224	83,411
Kent Golden Lights & Golden Lights Menthol	230,501	82,022
Kent Golden Lights Menthol & Golden Light 100s Menthol	1,454	20,694
Kent Golden Lights Multi. Cigarets	45,968	54,234
Kent Golden Light 100s	54,029	—
Kent Golden Light 100s & Golden Light 100s Menthol	48,743	138,547
Kent III	257,233	—
Kent III & 100s	31,560	—
Kent III 100s	171,883	—
Kent King	—	52,413
Kent King & 100s	29,611	104,432
Kent 100s	—	16,922
Kool King Menthol	24,129	—
Kool King Menthol & 100s Menthol	—	63,971
Kool Milds Menthol & Milds 100s Menthol	11,280	—
Kool Multi. Cigarets	23,758	11,072
Kool Super Lights King Menthol & Super Light 100s Menthol	17,808	87,329
Kool Super Lights Menthol	52,347	—
Kool Super Lights 100s Menthol	27,383	21,157
L&M Lights & Light 100s	2,907	147,883
L&M Light 100s	53,531	182,272
Marlboro Lights & Light 100s	293,783	196,222
Marlboro Light 100s	—	97,040
Marlboro Multi. Cigarets	77,525	118,496
Merit	64,797	97,106
Merit & Menthol	492,415	363,456
Merit Menthol	40,870	49,129
Merit Menthol & 100s Menthol	47,853	—
Merit 100s	—	34,596
Merit 100s & 100s Menthol	42,025	—
More 120s & 120s Menthol	315,826	128,622
Now	[illegible]	—
Now & Menthol	—	117,927
Pall Mall Extra Light	—	24,220
Pall Mall Light 100s	29,537	19,965
Parliament	—	298,328
Raleigh Lights	—	10,965
Real & Menthol	—	137,998
Salem Light Menthol & Light 100s Menthol	288,615	186,380
Salem Menthol	80,232	23,001
Salem Menthol & 100s Menthol	—	134,470
Salem 100s Menthol	57,248	—
Saratoga 120s & 120s Menthol	82,200	—
Tareyton Lights	—	38,423
Tareyton Lights & Light 100s	38,666	122,177
Tareyton Light 100s	—	38,683
Triumph & Menthol	396,759	—
True	147,075	57,752
True & Menthol	36,625	95,441
True 100s & 100s Menthol	47,893	—
Vantage	55,063	—
Vantage & Menthol	127,866	—
Vantage & 100s	—	294,481
Vantage Multi. Cigarets	—	125,541
Vantage Ultra Lights & Ultra Light 100s	248,661	—
Viceroy Rich Lights	13,422	18,848
Viceroy Rich Lights & Rich Light 100s	233,579	28,963
Viceroy Rich Light 100s	13,427	—
Virginia Slims Lights & Lights Menthol	160,394	—
Winston	100,118	3,472
Winston King	48,489	11,015
Winston King & 100s	—	107,185
Winston Lights King	134,819	—
Winston Lights King & Lights 100s	—	66,963
Winston Lights 100s	12,019	—
Winston 100s	11,628	—
TOTAL	6,591,787	5,117,669
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air California	128,385	46,447
Alaska	139,743	—
American	950,583	446,953
Braniff International	123,076	—
Continental	97,128	61,783
Delta	477,283	501,562
Eastern	364,986	—
Hughes Air West	230,390	9,180
National	286,187	183,881
Northwest Orient	55,767	21,648
PSA	191,035	160,123
Pan American World	145,458	—
TWA	444,477	283,656
United	953,310	957,247
Western	249,778	76,615
World	48,867	—
TOTAL	4,426,325	2,739,095
WEARING APPAREL		
AJO Cap Co.	11,492	—
American Wool Council	23,984	36,431
Bali Bra	19,275	18,885
Burlington Socks	—	11,474
Career Guild	—	19,757
Footworks Shoes	16,939	—
Gloria Vanderbilt Jeans	10,039	—
Haband Co.	24,235	16,818
Hush Puppies	18,039	18,751
Jockey Underwear	11,492	10,719
Lane Bryant (National)	1,068	12,121
L'eggs Knee Highs	—	10,719
L'eggs Pantyhose	3,834	17,150
Levi's Socks	—	10,083
Maidenform Bra	—	18,751
Maidenform Bra & Panties	70,278	46,878
Maidenform Panties	18,039	3,160
Munsingwear Pajamas	—	11,251
Playtex Bra	—	16,238
Vassarette Bra	11,574	—
Vassarette Lingerie	58,535	—
Warner's Bra	—	15,482
Wolverine Boots & Shoes	11,492	4,295
Young Smoothie Do A Yard	12,946	—
TOTAL	306,473	290,963
GASOLINE & OIL COMPANIES		
Atlantic Richfield Co.	35,332	22,986
Chevron USA	235,592	—
Exxon	198,432	80,967
Gulf Oil Corp.	46,206	4,426
Mesa Petroleum Co.	11,992	—
Mobil Oil Corp.	106,155	45,164
Shell Oil Co.	13,725	—
Texaco	48,582	21,530
TOTAL	696,016	174,100
PASSENGER CARS (NEW)		
FACTORY		
Alfa Romeo	190,976	229,640
Audi	—	16,422
BMW	37,403	60,379
Buick Multi. Cars	23,112	—
Buick Lesabre	46,967	—
Cadillac Multi. Cars	55,138	—
Chevrolet Camaro	—	12,367
Chevrolet Caprice	—	11,815

San Francisco-Oakland (Cont.)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Chevrolet Chevelle	—	27,924
Chevrolet Citation	45,968	—
Chevrolet Multi. Cars	78,848	16,780
Chevrolet Malibu	—	21,437
Chevrolet Monte Carlo	—	12,890
Chevrolet Monza	—	32,156
Chrysler Cordoba	16,975	—
Chrysler Corp. Multi. Cars	267,011	4,531
Chrysler Plymouth Multi. Cars	—	43,852
Datsun	228,240	61,982
Dodge Colt	14,376	—
Dodge Colt & Plymouth Champ	47,582	—
Fiat	78,543	33,421
Fiesta	3,910	24,813
Ford Multi. Cars	155,524	12,135
Ford Fairmont	30,843	—
Ford Ltd	15,121	—
Ford Motor Co (Service)	11,458	—
Ford Mustang	15,144	—
Ford Pinto	30,421	199,226
Ford Thunderbird	15,190	—
General Motor Corp. Multi. Cars	306,962	79,309
Lancia	15,111	98,649
Mercedes—Benz	19,355	58,857
Oldsmobile Cutlass	58,798	1,068
Oldsmobile Delta	35,165	—
Oldsmobile Multi. Cars	24,171	6,463
Oldsmobile Omega	11,787	—
Peugeot	318,718	58,185
Plymouth Champ	14,375	—
Plymouth Volare	—	27,644
Pontiac Multi. Cars	—	21,437
Renault	79,746	124,621
Saab	254,755	121,092
Subaru	15,402	—
Toyota	162,382	175,799
Volkswagen	5,948	16,532
Volvo	166,806	216,036
TOTAL	2,985,216	1,896,531

WASHINGTON (Post and Star)

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
ALCOHOLIC BEVERAGES		
BEERS		
Lowenbrau	$ 5,307	$ 36,196
Michelob	—	23,105
Schlitz	63,267	12,791
Schmidt's	3,815	17,787
Stroh	—	18,911
Tuborg Gold	31,857	—
TOTAL	104,246	110,792
WINES		
Henkell	12,421	—
Sebastiani Vineyards	10,081	7,274
Shaw Ross	—	10,096
Sonoma Vineyards	12,712	—
Souverain	13,117	4,804
Taylor	—	11,124
Verdicchio	28,094	—
TOTAL	66,425	33,300
LIQUORS		
Ancient Age	15,179	—
Bacardi Rum	26,151	—
Beefeater Gin	20,970	24,529
Black & White Scotch	11,194	—
Canada Dry Multi Prods.	10,161	11,024
Canadian Club	92,212	86,212
Canadian Mist	11,343	17,505
Chambord Liqueurs	16,745	—
Chivas Regal Scotch	—	59,499
Cocktails For Two	10,467	7,418
Cruzan Rum	3,162	33,660
Cutty Sark Scotch	36,816	22,596
Dewar's White Label Scotch	16,308	22,284
E & J Brandy	27,855	—
Early Times	14,312	13,182
Finlandia Vodka	36,414	29,789
Haig & Haig Pinch Scotch	16,745	—
Hennessy Cognac	28,094	16,830
Heublein Cocktails	26,086	—
Inver House Scotch	19,822	765
Irish Velvet Liqueur	23,210	—
Izmira Vodka	34,811	—
J & B Scotch	38,333	32,236
Jim Beam	17,882	28,136
Johnnie Walker Black Label Scotch	23,319	—
Johnnie Walker Red Label Scotch	66,422	64,686
MacNaughton	29,421	13,563
Mr. Boston Cocktails	—	16,830
Old Forester	59,181	57,302
Old Taylor	53,463	—
Richard Liqueur	10,047	—
Seagrams Multi Prods.	25,029	11,124
Smirnoff Vodka	51,510	96,389
Southern Comfort	25,118	22,336
Virginia Gentleman	16,152	13,946
Wild Turkey	33,490	33,660
TOTAL	933,463	726,473
BEVERAGES		
COFFEE		
Brim Freeze Dried Decaffeinated & Ground Decaffeinated	27,966	8,491
Folgers Ground	45,240	27,365
General Foods International Instant Coffees	27,196	7,350
Luzianne Ground	9,398	13,570
Maxim Freeze Dried Coffee	75,184	13,844
Maxwell House Ground	—	21,864
Maxwell House Ground & Instant	21,930	11,084
Maxwell House Instant	17,094	25,928
Mellow Roast Ground & Instant	4,750	25,148
Nescafe Decaffeinated Instant & Instant Coffee	24,540	16,154
Sanka Coffees	14,880	8,554
Sunrise Instant	6,388	13,928
TOTAL	278,466	192,477
SOFT DRINKS—CARBONATED		
C & C Cola	48,185	—
Coca-Cola	254	21,363
Dad's Root Beer	—	12,094

Try the new MARS Bar free.
NEW
You get big crunchy nuts in a new MARS® Bar...heaps of big crunchy sundrenched nuts, golden caramel and creamy nougat. All covered with rich milk chocolate. Try one today free. Just clip the coupon below.

M&M/Mars: D'Arcy-McManus & Masius, New York.

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Diet Rite Cola & R C Cola	12,544	—
Franks	10,125	54,140
Mountain Dew	15,160	—
Schweppes	36,261	—
7Up	65,790	3,988
TOTAL	188,319	91,577
HOUSEHOLD EQUIPMENT AND APPLIANCES		
GE Microwave Oven	20,862	—
Litton Microwave Oven	3,009	21,896
Ossaar Microwave Oven	—	25,041
Tappan Range	10,962	—
TOTAL	34,833	46,937
INSURANCE		
LIFE, HEALTH & MEDICAL		
Acacia Mutual Life Insurance Co.	12,697	—
Aetna Life & Casualty Co.	73,161	84,906
Allstate Insurance Co.	17,951	—
American Council of Life Insurance	—	18,911
American Republic Insurance Co.	24,751	10,573
Bankers Life & Casualty Co.	10,789	11,142
Colonial Penn Life Insurance Co.	28,120	17,599
Columbia Medical Plan	15,960	—
Continental Assurance Co.	10,719	—
Geico	163,455	153,202
George Washington University Health Plan	22,096	43,745
Group Health Assn.	15,139	—
Group Hospitalization & Medical Service of D.C.	220,133	166,882
Healthplus	10,600	—
Home Life Insurance Co. of N.Y.	14,634	—
Independent Insurance Agents of America	12,515	—
Insurance Co. of North America	14,600	—
Jefferson Standard Life Insurance Co.	4,983	18,103
Massachusetts Mutual Life Insurance Co.	25,854	23,705
Metropolitan Life Insurance Co.	14,256	6,897
Mutual Life Insurance Co. of N.Y.	10,760	—
Mutual of Omaha Insurance Co.	32,975	11,084
National Home Life Assurance Co.	45,412	33,921
New York Life Insurance Co.	45,360	67,089
Physicians Mutual Insurance Co.	36,174	49,153
Travelers Insurance Co.	12,443	22,248
Union Fidelity Life Insurance Co.	47,176	63,164
TOTAL	944,126	794,055
TOBACCO		
CIGARETTS		
Arctic Lights Menthol	112,884	—
Arctic Lights Menthol & 100s Menthol	136,627	—
Arctic Light 100s Menthol	15,728	—
Belair King Menthol & 100s Menthol	24,514	69,962
Benson & Hedges Light 100s & Light 100s Menthol	79,771	239,708
Benson & Hedges Multi. Cigarets	—	29,128
Benson & Hedges 100s & 100s Menthol	26,797	23,393
Benson & Hedges 100sMenthol & Light 100s Menthol	53,064	66,663
Camel Lights	32,995	237,812
Camel Lights & Light 100s	166,728	—
Carlton	548,124	384,429
Carlton & 100s	40,752	—
Carlton Light 100s	57,400	17,256
Carlton 100s	6,619	16,495
Decade	—	11,124
Decade & Menthol	—	140,903
Doral II & Menthol	298,068	—
Fact King	—	19,942
Fact King & King Menthol	—	22,168
Kent	560	10,828
Kent Golden Lights	93,912	77,104
Kent Golden Lights & Golden Lights Menthol	198,555	128,758
Kent Golden Lights Menthol & Golden Light 100s Menthol	64,764	47,207
Kent Golden Lights Multi. Cigarets	21,930	55,968
Kent Golden Light 100s	50,636	—
Kent Golden Light 100s & Golden Light 100s Menthol	46,585	69,092
Kent III	325,491	—
Kent III & 100s	14,135	—
Kent III 100s	115,668	—
Kent King	—	45,544
Kent King & 100s	33,650	136,982
Kent 100s	—	16,962
Kool King Menthol & 100s Menthol	—	38,794
Kool Milds Menthol & Mild 100s Menthol	44,226	—
Kool Mild 100s Menthol	96,653	—
Kool Multi. Cigarets	4,289	24,496
Kool Super Lights King Menthol & Super Light 100s Menthol	58,112	97,138
Kool Super Light 100s Menthol	28,191	14,586
L&M Lights & Light 100s	12,257	110,475
L&M Light 100s	—	134,235
Marlboro Lights & Light 100s	348,518	240,645
Marlboro Light 100s	—	117,012
Marlboro Multi. Cigarets	96,767	151,808
Merit	95,050	146,012
Merit & Menthol	586,988	392,407
Merit Menthol	85,802	75,359
Merit Menthol & 100s Menthol	73,371	—

Ralston Purina Co.: Vinyard & Lee & Partners, St. Louis.

CATEGORIES AND BRANDS	INVESTMENTS 1979	1978
Merit 100s	—	46,826
Merit 100s & 100s Menthol	33,233	—
More 120s & 120s Menthol	104,185	125,295
Newport King Menthol	11,802	32,480
Newport Lights King Menthol	20,783	55,002
Newport Multi. Cigarets	—	20,695
Now	134,240	—
Now & Menthol	—	290,133
Pall Mall Extra Light	—	26,409
Pall Mall Extra Mild	—	12,346
Pall Mall Lights 100s	34,699	22,130
Parliament	—	267,398
Raleigh Lights	—	49,878
Raleigh Multi. Cigarets	—	11,584
Real & Menthol	—	129,812
Salem Lights Menthol & Lights 100 Menthol	467,357	519,426
Salem Menthol	63,206	44,149
Salem Menthol & 100s Menthol	15,428	128,367
Salem 100s Menthol	58,370	12,537
Tareyton Lights	—	47,722
Tareyton Lights & Light 100s	30,358	137,138
Tareyton Light 100s	1,818	31,434
Triumph & Menthol	509,742	—
True	227,710	8,662
True & Menthol	192,304	172,175
True 100s Menthol	71,898	—
Vantage	69,836	—
Vantage & Menthol	132,872	—
Vantage & 100s	—	91,052
Vantage Multi. Cigarets	—	157,724
Vantage Ultra Lights & Ultra Light 100s	307,484	—
Viceroy King	—	11,084
Viceroy Rich Lights		31,278
Viceroy Rich Lights & Rich Light 100s	2,385	29,414
Virginia Slims Lights & Lights Menthol	197,558	—
Winston King	98,767	19,730
Winston King & 100s	25,475	96,118
Winston Lights King	246,135	—
Winston Lights King & Lights 100s	62,155	138,414
Winston 100s	97,393	—
TOTAL	7,257,309	6,874,787
TRANSPORTATION		
AIRLINES, DOMESTIC		
Air Florida	65,867	11,116
Allegheny	96,925	124,096
American	267,698	283,769
Braniff International	251,644	248,718
Continental	237,179	25,489
Delta	319,602	279,607
Eastern	317,032	364,904
National	197,487	242,070
North Central	64,241	11,916
Northwest Orient	91,505	88,152
Ozark	11,228	—
Piedmont	41,708	24,892
Republic	65,903	—
Southern	32,913	1,560
Texas International	87,730	—
TWA	533,579	355,097
United	310,197	525,160
USAir	57,832	—
Western	125,130	—
World	51,326	—
TOTAL	3,226,726	2,587,138
WEARING APPAREL		
AJO Cap Co.	10,965	—
American Fur Industry	—	10,676
American Wool Council	22,211	30,039
Ball Bra	13,377	14,527
Burlington Socks	—	20,774
Damart Underwear	14,552	8,279
Featherspring	6,885	18,628
Haband Co.	137,258	75,871
Hush Puppies	21,868	17,814
Jockey Underwear	11,452	10,064
Lana Lobell	32,517	33,252
Lane Bryant (National)	11,934	20,931
L'eggs Knee Highs	—	10,064
L'eggs Pantyhose	9,046	16,102
Maidenform Bra	—	33,660
Maidenform Bra & Panties	42,655	20,790
Playtex Bra	—	19,604
Playtex Bra & Girdle	6,021	10,334
Playtex Girdle	3,863	11,078
Sofwear	19,129	20,030
J. P. Stevens & Co	—	17,969
Wool Bureau	18,777	21,352
TOTAL	383,910	441,830
GASOLINE & OIL COMPANIES		
Amoco Oil Co.	74,044	5,854
Atlantic Richfield Co.	98,425	15,536
Chevron USA	270,405	—
Cities Services Co.	75,087	—
Continental Oil Co.	26,578	11,124
Exxon	258,827	185,552
Gulf Oil Corp.	191,338	67,192
Mobil Oil Corp.	875,776	541,179
Pennzoil Co.	11,745	—
Shell Oil Co.	25,158	6,838
Standard Oil Co. of Indiana	20,718	—
Standard Oil Co. of Ohio	12,515	—
Stuart Petroleum Co.	10,988	—
Sun Oil Co.	5,975	13,598
Texaco	137,842	71,457
TOTAL	2,095,421	918,330
PASSENGER CARS (NEW) FACTORY		
Alfa Romeo	17,828	—
American Concord	31,838	4,848
Audi	—	10,503
BMW	137,146	131,622
Buick Multi. Cars	14,418	7,748
Buick LeSabre	59,540	—
Cadillac Multi. Cars	32,785	18,911
Chevrolet Caprice & Chevrolet Impala	19,228	—
Chevrolet Chevette	2,005	31,955
Chevrolet Citation	44,262	—
Chevrolet Multi. Cars	58,589	24,004
Chevrolet Malibu	—	31,871
Chevrolet Monza	—	39,192
Chrysler Corp. Cars (Service)	20,718	5,069
Chrysler Corp. Multi-Cars	361,559	3,716
Chrysler Plymouth Multi. Cars	74,136	69,245
Datsun	176,723	58,380
Dodge Multi. Cars	27,643	94,079
Dodge Omni	—	18,911
Fiat	95,810	16,478
Ford Multi. Cars	151,537	28,535
Ford Fairmont	51,136	7,272
Ford Motor Co. (Service)	20,718	—
Ford Pinto	—	155,159
General Motors Corp. Multi. Cars	226,183	102,107
Jeep	—	23,264
Lancia	14,811	68,758
Mercedes-Benz	29,025	28,345
Oldsmobile Cutlass	87,342	—
Oldsmobile Delta	111,867	—
Oldsmobile Multi. Cars	40,840	25,930
Oldsmobile Omega	21,328	—
Peugeot	130,298	77,614
Plymouth Volare	—	37,822
Pontiac Multi. Cars	5,292	30,676
Renault	43,578	64,936
Saab	190,353	139,843
Toyota	165,320	172,272
Volkswagen	1,212	48,517
Volvo	81,751	279,424
TOTAL	2,552,919	1,838,026

FLASH REPORT: Newspaper advertising investment for April

Source: Media Records Inc.

APRIL—1980 CATEGORIES	YEAR	IN MILLIONS (5 10 15 20 25 30 35 40 45 50 55)	DOLLARS 1980	DOLLARS 1979	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1980		$15,186,780	$15,644,779	– 457,999	– 2.9
	1979					
Apparel & accessories	1980		8,960,825	9,668,266	– 707,441	– 7.3
	1979					
Auto supply, service shops	1980		5,336,806	5,837,068	– 500,262	– 8.6
	1979					
Building contractors	1980		1,578,006	1,579,607	– 3,601	– 0.2
	1979					
Building matls, hardware	1980		7,280,431	6,601,226	+ 679,205	+10.3
	1979					
Department stores	1980		43,707,149	46,200,851	–2,403,702	– 5.2
	1979					
Drug stores	1980		3,960,940	3,899,960	+ 60,960	+ 1.6
	1979					
Eating & drinking places	1980		2,814,305	2,633,650	+ 180,655	+ 6.9
	1979					
Food stores	1980		16,055,830	15,062,800	+ 993,030	+ 6.6
	1979					
Furniture & furnishings	1980		21,997,348	21,723,132	+ 274,216	+ 1.3
	1979					
General mdse stores	1980		19,584,641	21,083,871	–1,499,230	– 7.1
	1979					
Real estate	1980		6,965,637	7,517,586	– 551,949	– 7.3
	1979					
Shoe stores	1980		1,475,829	1,611,101	– 135,272	– 8.4
	1979					
Sptg & leisure time equipment	1980		3,105,470	2,906,341	+ 199,129	+ 6.8
	1979					
Public service utilities	1980		1,051,123	1,088,769	– 37,646	– 3.5
	1979					
Banks & trust companies	1980		6,398,985	3,417,890	+2,981,095	+87.2
	1979					

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Bank and trust investments in newspaper ads up 87.2%

NEW YORK—Given the enormous lengths to which economy-plagued banks and trust companies went this spring to attract customers, it was not surprising that newspaper advertising in that category increased 87.2% in dollar spending during April, 1980, compared with April, 1979, according to the April Flash Report prepared for ADVERTISING AGE by Media Records.

However, the category was the only one of the 16 areas measured to show a substantial increase. The next highest jump was 10.3% for building materials and hardware. Nine of the categories showed decreases in April ad volume in the 15 cities whose newspapers are measured *(see chart above)*.

Department stores, newspapers' leading dollar category, declined 5.2%. According to dollar spending, it was followed in the top five rankings by furniture and furnishings, general merchandise stores, food stores and amusements. #

Chocolate Cow acquired

Iroquois Brands, Greenwich, Conn., has acquired Chocolate Cow chocolate drink products from Beverage House and Star Candle, two affiliated New York-based companies, for an undisclosed amount of cash. The brand will be marketed by Yoo-Hoo Chocolate Beverage, an Iroquois subsidiary.

MPA gains member

Modern Handcraft Inc., publisher of *Workbasket*, *Workbench* and *San Francisco*, has joined the Magazine Publishers Assn., bringing total membership to 177 companies representing 648 publications.

Caples adds radio

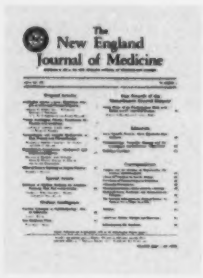
The John Caples Creative Contest, which awards creativity in direct response advertising, has established a separate radio-award category this year. Entry forms for all parts of the contest are available at John Caples Awards, 1211 Ave. of the Americas, N.Y. 10036.

Health publisher begins

James Tate IV has resigned as management supervisor at Lewis & Gilman, Philadelphia, to start his own health care publishing company, Nurses Direct Marketer. Address is P.O. Box 1004, Paoli, Pa. 19301.

this mark is your assurance of photographic competence

PROFESSIONAL PHOTOGRAPHERS OF AMERICA INC.



FACT:

The New England Journal of Medicine is the MOST QUOTED medical journal in the world.

When you go by the FACTS, you must go . . .

The New England Journal of Medicine

Advertising Dept., 10 Shattuck St. Boston, MA 02115
New York 212-244-3100 Chicago 312-641-0755
San Mateo, CA 415-349-6062

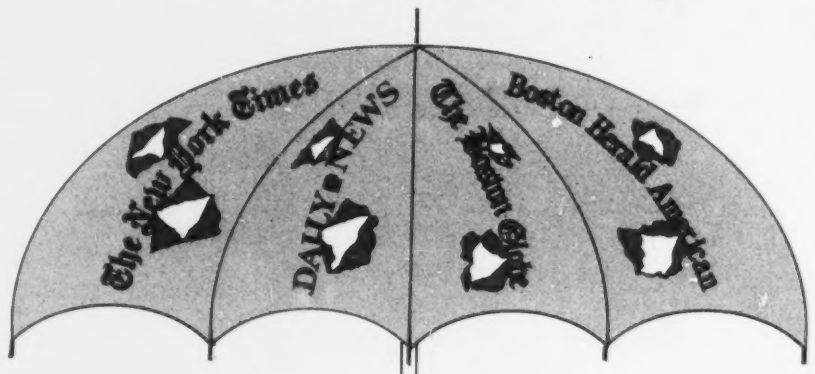
WEBCRAFT prints the games people play.

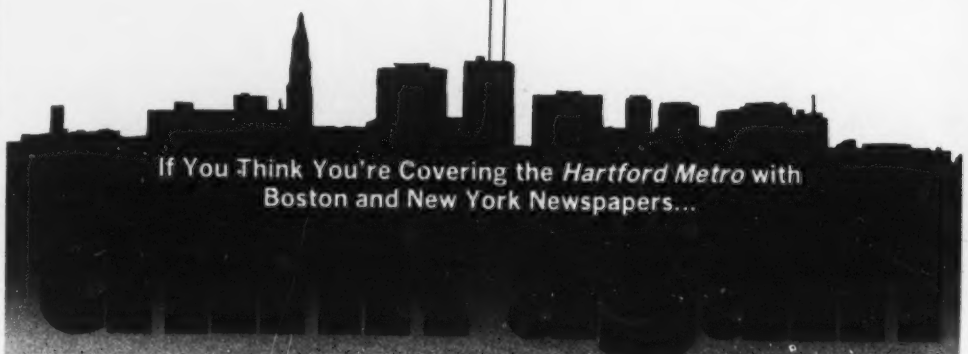
Games work because they involve the consumer. And involvement helps sell product. We're here to tell you of a cheaper means of producing great games and sweepstakes. With our unique web presses, we accomplish in-line what other printers have to take off press and ship to other departments or even outside sub-contractors. It stands to reason, the fewer steps involved the less money you'll have to pay.

So, when you want to create an involvement device utilizing die-cut, tabbed windows, wash off inks, invisible inks that react to moisture, inks that change color or on-press gumming and perforating, call or write Jack Cooper for our sample game kit.

WEBCRAFT
Dept. AA 7-7 Rt. 1 & Adams Station
North Brunswick, N.J. 08902

There are holes in your coverage





If You Think You're Covering the *Hartford Metro* with Boston and New York Newspapers...

	Hartford Metro Circulation	Hartford Metro Household Coverage
HARTFORD COURANT	192,254	52.5%
N.Y. Daily News	9,716	2.7%
N.Y. Times	5,890	1.6%
Boston Herald American	2,182	.6%
Boston Globe	875	.2%

Source: Circulation 79/80 — Based on daily circulation in Metro Hartford

The Courant is 5th Highest in Metro Coverage of ALL U.S. Metros with over One Million Population ... Daily or Sunday

Covering the Only Million Population Market Between Boston and New York City

The Hartford Courant

285 Broad St./Hartford, CT 06115

Member Million Market Newspapers, Inc. Represented in Canada By American Publishers Ltd.